

The American **BAKER**

PUBLISHED FOR THE BAKERS OF AMERICA



Volume 23
Number 2

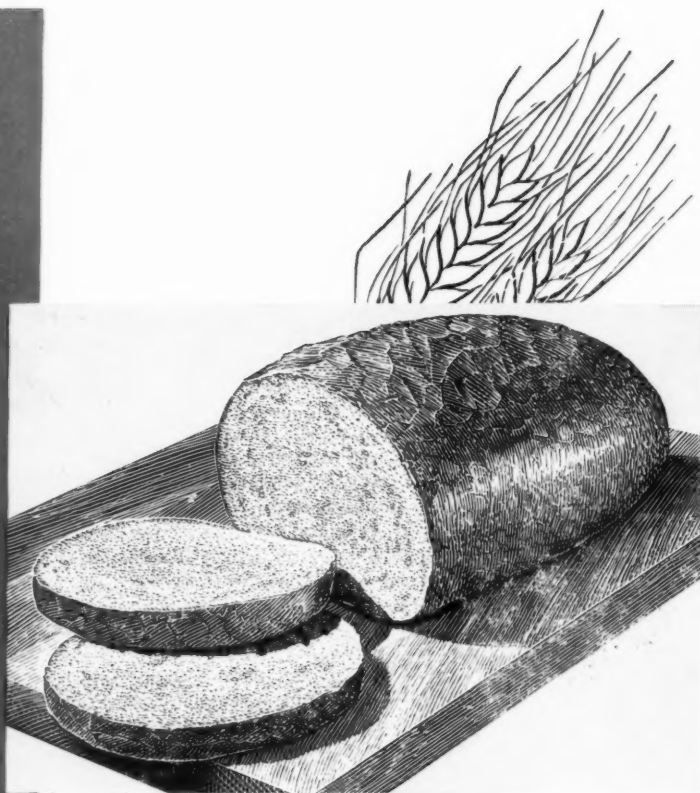
FEBRUARY, 1955

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For More Flavorful Rye
Breads Use International's
Gold Coin Rye Flours

- Pure White Rye
- Pure Light Rye
- Pure Cream Rye
- Pure Cream Special Rye
- Pure Dark Rye
- Rye Meal and Rye Chop
- Rye Blends—Cream, Dark
and Pumpernickel



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International's modern milling systems are now producing the most complete line of fresh rye flours available—anywhere! Whatever your specialty baking need—there's an International Gold Coin Rye Flour that's just right for the job.



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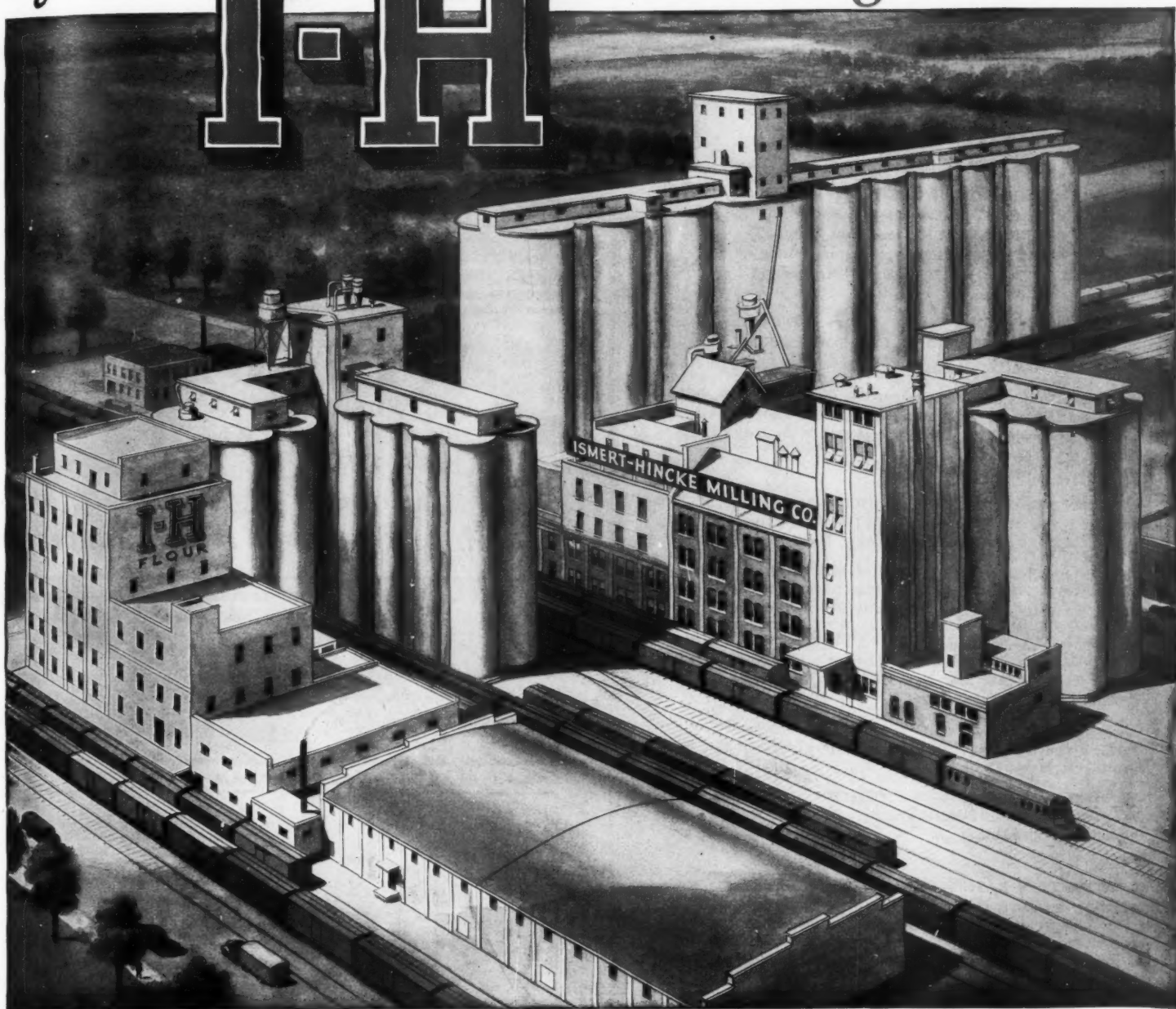
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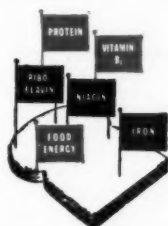


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MILLS AT TOPEKA, KANSAS—5,500 Cwts. Daily Capacity • Mill and Terminal Grain Storage 2,000,000 Bu.



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THE ISMERT-HINCKE MILLING COMPANY
1570 W. 29th Street KANSAS CITY, MO. LOGAN 7880-1-2-3-4

The American Baker

Published Monthly for the Bakers of America by
THE MILLER PUBLISHING CO.



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1000 cwts. Flour—250 cwts. Meal

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Flour Capacity
4,000 Sacks

Grain Storage
5,000,000 Bu.

American Flours, inc.

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are the way
you want 'em...**

Rough

ROUGH Outer Sheets—Bemis' Ruf-Grip paper gives you non-skid stacking, safer shipping, easier handling. Available if you wish.

and

Smooth

SMOOTH Inner Sheets—Bemis Multiwall Flour Bags have smooth inner sheets, give maximum efficiency in dumping with minimum loss of flour and least consumption of time. Your baker customers appreciate this.

You're ahead when you pack and ship in Bemis Multiwalls.

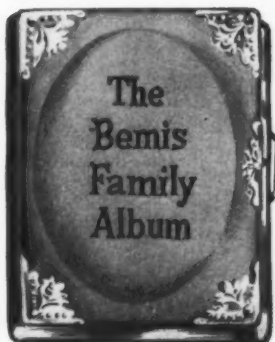
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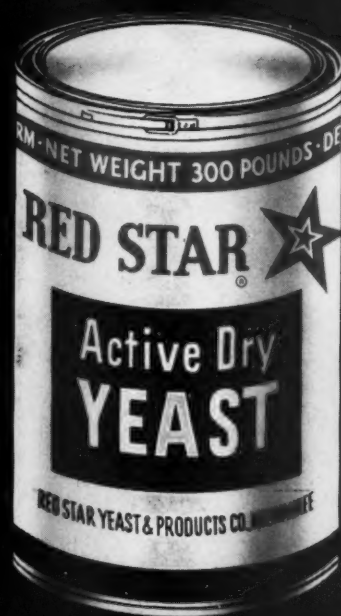


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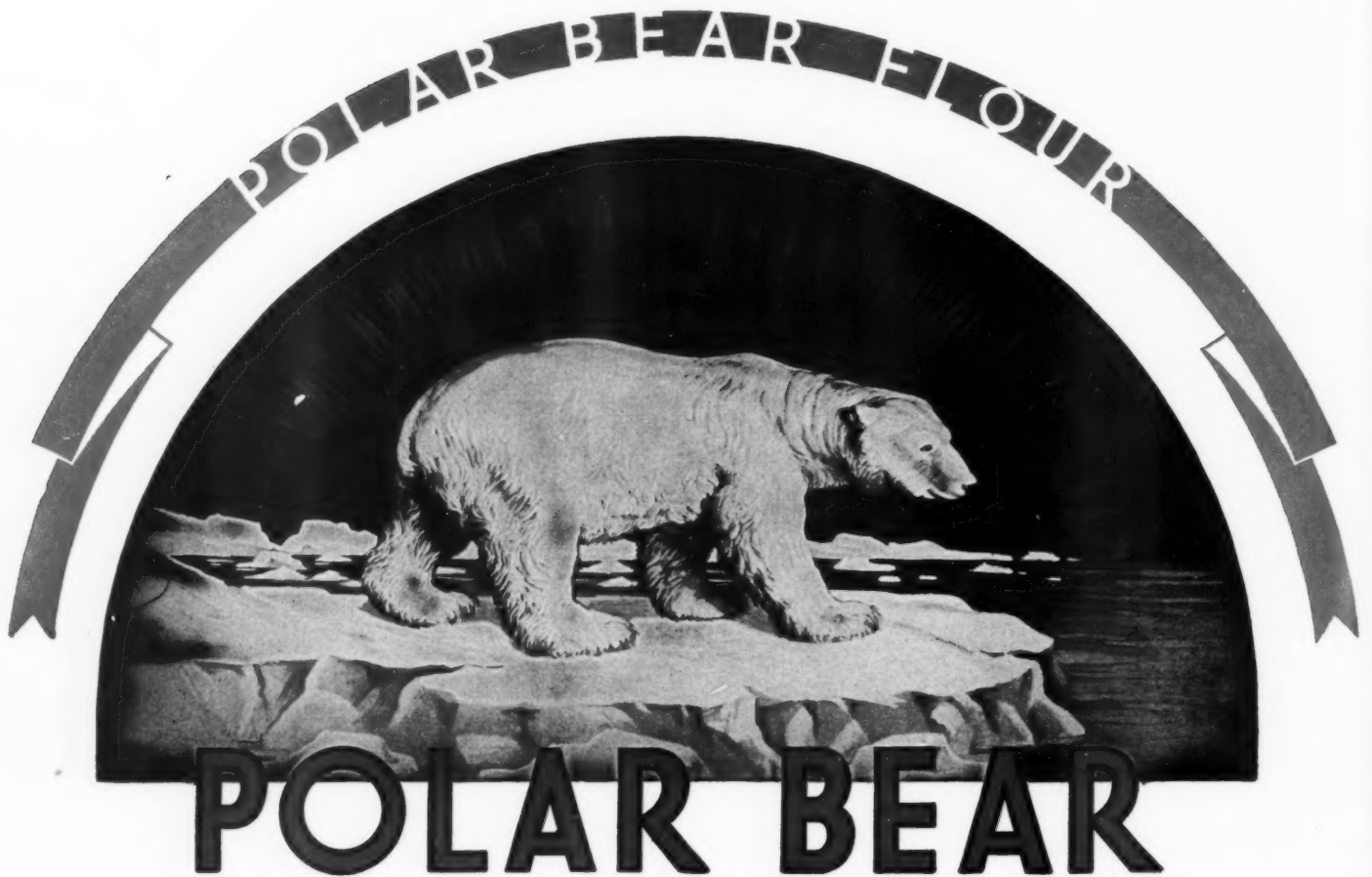


Bemis Special Thread

Jim
Let's settle it—
get the facts
from Red Star
and run it.
Joe



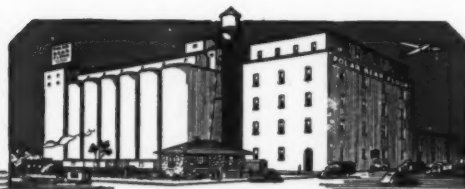
RED STAR YEAST & PRODUCTS COMPANY, MILWAUKEE



FLOUR IS KING

There is no greater thrill for a baker than comes from the production of a really top quality loaf. It is one of the joys of the baking business. POLAR BEAR flour is a fit companion for the finest quality bread, for we produce this flour with the same kind of pride in its outstanding merit.

*Founded by
Andrew J. Hunt
1899*



*Ralph C. Sowden
President*

The **NEW ERA MILLING COMPANY**
ARKANSAS CITY, KANSAS



KELLY'S FAMOUS is no ordinary flour. It has a quality standard and reputation all its own. That's why many of America's top-notch bakers buy KELLY'S FAMOUS — a flour they know to be a good and sound value.



Milled exclusively from scientifically selected varieties of finest hard wheat under constant Laboratory Control.

The WILLIAM KELLY MILLING COMPANY
HUTCHINSON, KANSAS

Capacity 5,000 Sacks

Grain Storage 1,000,000 Bus.

*for***DEPENDABLE****and UNIFORM****PERFORMANCE***always*THERE'S NO SUBSTITUTE
FOR EXPERIENCE...

— as proved by



JOHN DI VINCENZO lives in Philadelphia. He joined the Commander-Larabee sales organization October 15, 1922 and covers our Philadelphia and Washington territory.



E. OWEN JONES joined the Commander-Larabee sales organization on July 16, 1928. He lives in Louisville and is our sales representative in our Kentucky territory.



WALTER MANSFIELD joined the Commander-Larabee sales organization December 1, 1943. He resides in Johnstown, Pennsylvania and represents us in the Pennsylvania-West Virginia territory.


Commander-Larabee
MINNEAPOLIS

DIVISION OF ARCHER • DANIELS • MIDLAND

Comment . . .

. . . by Cooley

In every industry growth brings problems — not the least of which are faced in the mechanics of becoming big. Sometime the owner has to turn his hiring over to someone else, and after the firm gets a little bigger this someone else often writes for personnel hiring forms, signing himself "personnel manager."



F. W. Cooley, Jr.

Maybe they're all right — in principle, anyway. But the head-shrinkers have gotten hold of them, and you know how psychiatrists like to ask such questions as "have you stopped beating your wife?" Crawford H. Greenewalt, president of Du Pont, recently applied such a test to Benjamin Franklin:

Do you day dream? Benj probably answered yes, about such things as bifocals and stoves. He would not have been hired. Impatient? A yes would have had him on the streets. Do you read a lot? A yes here would probably bar him from a sales spot on the grounds that he is not gregarious enough. Mr. Greenewalt also said:

"... Charles Goodyear and Elias Howe would have been rated as impractical dreamers, and Thomas Edison, with a history of insomnia and carelessness in dress, might well have been regarded by the modern personnel manager as an undesirable risk."

You have all heard that "any bank is glad to lend you money if you don't need it." (Sometimes expressed more profanely.) You might be interested in George Emrich's lesson on page 54: How to get your banker working FOR you.

Favorite-topic-department: Major puzzle in the industry is buyer resistance to a one-cent increase in white bread while at the same time automobiles are being upped \$100 with no apologies to anyone and no sales resistance whatever as long as it's painted purple and pink with white plastic seats.

But maybe more money for more families will be felt in the baking picture: There are six times as many families with incomes over \$3,000 than there were 13 years ago. Families with incomes over \$5,000—a 990% increase. Those families with incomes from \$4,000 to \$7,500 have increased 71% since 1941, and the number in the \$7,500 and over bracket has grown 126%.

There have been lots of potshots at the "average American" the economists and researchers dream up from time to time — particularly since the Kinsey fellows proved via statistics that the average American woman is a singularly non-particular college graduate with a genius I.Q.

Now the Census Bureau has a crack at it: He is a semi-skilled worker, married, two children. He has a home on which he is making regular payments; an electric refrigerator, radio and telephone, among lots of other modern conveniences—and the privilege of living as a free man in a free country.

Oh yes, we almost forgot—according to the TV advertising sharpies he has a 12-year-old mind. (Think you will find your merchandising tactics going over better, however, if you remember he is just as smart as you and spends money you want.)

Thanks for reading. See you next month.

Frank Cooley

Mr. Crumb . . .



"We're NOT stuck with a stack of yesterday's ples—we're well stocked for today's rush."

Editorials . . .

AN ACCOLADE FOR BREAD

(See Article on Page 16)

Reaffirmation of bread's place as the staff of life comes from Germany via England. The Medical Research Council of Great Britain has found proof that "enriched bread is not only equal to whole wheat bread in the diet of growing children, but bread at high daily intake is an excellent food for growing children."

The investigations of the council were carried out in two German orphanages on children whose previous diet had been insufficient for their needs and who were, in consequence, below the weight and height usually considered normal for their age.

The most striking observation made during the tests was that these children grew even better than normal children of the same age, in spite of the very simple diet provided, which contained little milk or other animal protein and had up to 75% of its calorie value in the form of flour products.

During the year of the trial, growth was equally good on each of the experimental flours.

The experiments indicated, as published in the council's special report series No. 287, that should precaution be taken to assure a supply of calcium through flour, milk is a relatively unimportant food in the diet of children.

Elsewhere in this issue is a condensed report on these investigations; the technical results and tabulations of the experiments have no place in these comments, but we should like to point out that information of this kind should give heart to those engaged in producing flour and its end product, bread—to convince them that the appellation "bread is the staff of life" is no more an empty phrase today than it was thousands of years ago. In America, Skid Row bodies were brought back to health by a diet heavily loaded in cereal products. In Germany, children's health and growth was in no way reduced because of a lack of meat and milk.

Although the reports are tempered with scientific conservatism, they hold great promise for those wishing to promote bread and cereal products. Often in the past these scientific findings have been transferred into the pages of magazines, either in advertisements or news columns, without any particular attention to their really dramatic import.

It must be perfectly clear to the breadstuffs industries of this country that they have not yet told the whole story of enriched bread and that they have barely scratched the possibilities of bread promotion which have been afforded them by nutritional research in the enrichment era. The importance of this new authority is obvious and warrants no neglect.

Trade Pulse

E. M. JACOBSON has been transferred from his duties as division merchandising manager for the Cling Peach Advisory Board in the Chicago territory to the San Francisco home office. He will be responsible for trade contacts in northern California and the Northwest and other general merchandising duties. J. P. NEWLANDER, district merchandising manager, who joined the board in March, 1954, will be in charge of the Chicago area.

JAMES D. WISE has been elected a director of Ward Baking Co. Mr. Wise, president of Bigelow-Sanford Carpet Co., Inc., is also a trustee of Consolidated Edison Co. of New York and the Boston Manufacturers Mutual Fire Insurance Co.

MIKE H. MUNDAY has been appointed vice president in charge of sales of the Ungles Baking Co., Des Moines, Iowa, and JOSEPH C. STEIN was promoted to vice president in charge of production, it was announced recently by HERBERT UNGLES, vice president and general manager.

American Bakeries Co., Inc., Chicago, has been awarded a Certificate of Management Excellence for 1954 in the sixth annual management survey by the American Institute of Management. It is among the 379 American and Canadian firms receiving the management citation for 1954.

PAUL R. KAISER, president, Tasty Baking Co., Philadelphia, has been elected to the board of directors of the First National Bank of Philadelphia. Mr. Kaiser became president and director of the Tasty Baking Co., the Tasty Holding Corp. and the Parkside Advertising Co., subsidiary of the Tasty Baking Co., in 1952. He is also a director of the Tasty Sales Corp., another subsidiary.

MRS. ETHEL B. THOMPSON, well-known Cleveland home economics expert, has been appointed to the staff of Hough Bakeries, Inc., which operates 41 retail outlets in the Greater Cleveland area. Mrs. Thompson will serve as an advisor, and will demonstrate new ways for customers to use Hough bakery products.

BETTE SHORTALL has been appointed home economics director for Arnold Bakers, Inc., Port Chester, N.Y. Using the name of Polly Arnold, she also is directing activities of the Arnold recipe service. Before joining Arnold, Mrs. Shortall did recipe testing for the Quaker Oats Co., the American Spice Trade Assn. and United Fruit and Vegetable Assn.

The Sylvania Division, American Viscose Corp., announces the appointment of HOWARD J. PRICE, JR., as a sales representative in the northern Illinois territory. Mr. Price will work from the division's Chicago office.

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Over 80% of Baking Industry Exposition Space Allocated; Choice Spots Still Available

CHICAGO—Nine months before the doors swing open, more than 80% of the exhibit space for the 1955 Baking Industry Exposition has been allocated, Curtiss H. Scott, president, Grocers Baking Co., Louisville, Ky., chairman of the exposition committee has announced this week. The committee met Jan. 12-13 in Atlantic City, where the exposition will be held Oct. 1-6.

"Although the greater part of the space has been contracted for by some 225 exhibitors so far," Mr. Scott said, "there still is choice street level space available, but from all indications, we won't have it very long."

A theme of "New Horizons for the Baking Industry" was adopted for the 1955 exposition. The committee pointed out that the theme emphasizes the opportunities embodied in the developments within the industry and in the outlook for expanding markets in the future.

A special feature of the forthcoming exposition will be a theatre for the showing of films of interest to bakers. The committee approved the setting aside of space for the theatre where exhibitors, industry associations and bakers may present their films. Some of these films will show the use of equipment and techniques developed by suppliers and others of the allied trades. Others, such as those produced by the Bakers of America Program, have been developed by individual bakers and associations to tell the story of the baking industry and the importance of bakery foods.

Films Scheduled Daily

Films accepted for showing in the theatre will be worked into a complete schedule which will be shown daily. This will enable those attending the exposition to view any or all of the films.

Another highlight of the exposition program will be a variety show especially written and produced with the baking industry as the basic theme. This show will be presented Monday evening, Oct. 3. In other action, the committee approved the signing of a name band for the banquet ball to be held on Wednesday evening, Oct. 5.

Bakers throughout the country are showing a keen interest in the exposition, as evidenced by a steady

stream of requests for room reservations, Mr. Scott said. To date, more than 4,000 bakers, allied industry representatives and exhibitors have requested accommodations.

Mr. Scott pointed out that while Atlantic City affords an abundance of hotels, those desiring choice accommodations should make their reservations as soon as possible.

Those attending the exposition will have an opportunity to see the latest and best in all types of equipment, ingredients and supplies.

Heavy equipment displays will feature automatic roll slicers, vertical mixers, rounders, proofers, doughnut machines, rack washers, ovens, bread cooling systems, etc. The latest in packaging materials and equipment will be shown, cake and roll wrapping machines, cartons, bread wrappers and labels. Other exhibits will display new lines of utensils, conveyor systems, pneumatic flour conveyors, bread and pie racks, sanitation products, uniforms, point-of-sale items, baking ingredients, bakery freezers, bakery floor maintenance equipment, electric lift trucks, special truck bodies, etc.

Plans for special trains are being considered in several areas for the trip to the exposition and to the annual convention of the American Bakers Assn., which is being held in Atlantic City during the exposition period.

The exposition is sponsored jointly by the American Bakers Assn. and the Bakery Equipment Manufacturers Assn. The last such exposition was held in 1949.

Arnold Bakers Seeks Restraint Damages

WHITE PLAINS, N.Y. — The Westchester County Supreme Court on Jan. 20 denied a request by AFL Bakery and Pastry Drivers and Helpers Local 802 for dismissal of a suit charging interference brought against it by Arnold Bakers, Inc., Port Chester, N.Y., five wholesalers and several of the company's distributors.

The union contended that the National Labor Relations Board and not the state court has jurisdiction in the matter.

In his decision, Justice Arthur D. Brennan said the baking firm was not seeking to enforce any right created under the National Labor Management Relations Act, but wants an injunction and compensatory damages "resulting from continued tortious acts and conduct, cognizable under the laws of this state."

Retail stores selling Arnold's products have been picketed by the union because truck drivers delivering the baking company's goods are not union members. The union claims truck drivers are to be regarded more as employees than as independent businessmen. Arnold asserts the drivers are independent distributors who obtain the firm's products from independent wholesalers.

Arnold is seeking damages of \$200,000 while the wholesalers want \$10,000 damages each and the distributors \$2,000 each for business losses.

About 450 workers in Arnold's Port Chester plant are unionized.

Helms Firm Picks Top Officers

LOS ANGELES—The board of directors of Helms Bakeries, Inc., major Southern California baking firm, has announced the election of Paul H. Helms, Jr., as president and general manager. Paul H. Helms, Sr., founder of Helms Bakeries in March, 1931, and for more than 40 years a leader in the baking industry, was elected chairman of the board.

The Helms Bakeries board of directors also elected four vice presidents: Earl B. Cox, executive vice president, in charge of production; and vice presidents Roy McDiarmid, sales; C. F. Sperling, engineering; and Clark Buswell, purchasing.

Frank H. Cowgill was elected secretary-treasurer, and William Manuel, assistant-treasurer.

—BREAD IS THE STAFF OF LIFE—

Baking's "Loyal Loafers" Will Distribute 100,000 Promotion Stickers

CHICAGO—As the first 1955 project to promote the best interests of the baking industry, the Royal Order of Loyal Loafers has printed 100,000 two-color gummed labels reminding everyone to "Do a Deed Today to Build Your Industry." The distribution of the labels as a reminder to bakers and allied tradesmen to help build their industry will be the goal of all Loyal Loafers, according to George N. Graf, Quality Bakers of America Cooperative, New York, ROLL president.

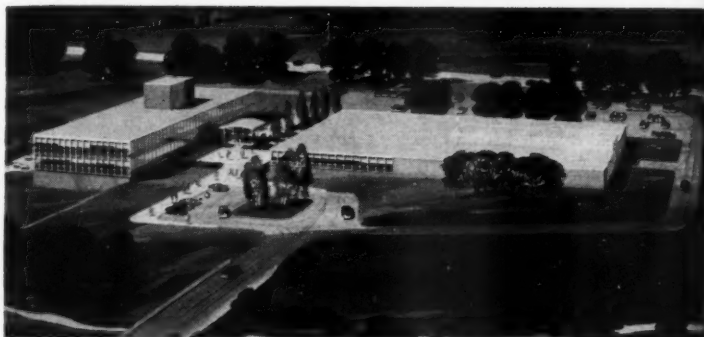
"To promote the baking industry effectively, we must enlist the aid of all persons connected with it, no mat-



ter how remote," Mr. Graf said. "Obviously, we can't contact these people individually so we have come up with a plan that, properly executed, will create more enthusiasm among bakers and allied people for their industry."

"The stickers can be made to do a much-needed building job for the industry by constantly reminding our associates as well as ourselves to work diligently in behalf of the baking industry. They can be put on company letterheads, pay envelopes, or any other intra-industry correspondence as a reminder to the recipient to 'Do a Deed Today to Build Your Industry.'"

The stickers can be obtained from ROLL headquarters, Room 1558, 20 N. Wacker Drive, Chicago 6, Ill., at \$3 per box of 1,000. Costs of mats or cuts for companies wishing to use the symbol in baking industry business publication advertisements will be furnished on request, Mr. Graf stated.



New Continental Baking Co. Offices and Laboratory

New Continental Baking Facility

RYE, N.Y.—New office and laboratory facilities costing more than \$1 million will be built here by the Continental Baking Co. on an 18 acre plot of the Miriam Osborn Memorial Home property.

The site is located in an area zoned for residential use, and development of the property by Continental is contingent upon approval of a zoning change request submitted to the city council.

George Faunce, Jr., vice president of Continental, wrote the city council that his firm proposes to erect a two story and basement building containing general offices and eating facilities, and a one story building housing laboratories for research, product development and engineering, with supplementary facilities for a staff of 360 persons.

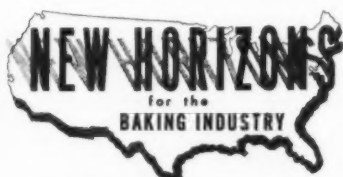
According to the plans the two buildings will be separated by a landscaped court and connected by an

enclosed passageway with a central control lobby through which all visitors, employees and inter-building traffic must pass.

The research laboratories, Mr. Faunce continued, will be used to house equipment, facilities and necessary staff for carrying out chemical, physical and biological testing and research. New cake, bread and allied food products will be produced in the product development laboratory, while the engineering laboratory will develop and test new bakery equipment. The manufacture of small experimental bakery equipment will also be carried on in the engineering section.

The buildings will be equipped with air-conditioning or mechanical circulation of air throughout and with sound-proofed ceilings.

The architect is Lathrop Douglas of New York, whose illustration appears above.



Theme of THE 1955 BAKING INDUSTRY EXPOSITION
OCTOBER 1st through 6th
CONVENTION HALL, ATLANTIC CITY, NEW JERSEY

NEW HORIZONS—Emphasizing the opportunities in the industry the slogan shown above has been adopted as the theme for the forthcoming 1955 Baking Industry Exposition in Atlantic City, Oct. 1-6. The exposition committee pointed out that the symbol and theme point up the developments within the industry and opportunities for expanding markets in the future.

ARBA Speeds Program Plans for Miami Meeting

MIAMI BEACH, FLA. — Emphasis will be placed on short, lively sessions on current baking industry problems and afternoon pleasure activities at the Associated Retail Bakers of America convention here April 24-27. Business discussions will center on production, information on cost control, adjustments to the changing market and cake demonstrations.

Sightseeing trips will include a visit to the world-famous Vizcaya — a cruise along Miami Beach's 30 miles of picturesque inland waterway—or a trip to Havana. Arrangements will be made for deep sea fishing and golfing.

Charles J. Schupp, Schupp's Bakery, Washington, has announced that members of the National Boosters Club, formed to promote convention attendance, are already at work in all sections of the nation.

ARBA officials met with Fred Grimmig, Jacques Pastry Shop, Miami Beach, convention chairman, and his committee, in Miami Beach Jan. 9-10 to complete arrangements for the event. Officials report that the Miami Beach site will be an excellent headquarters for the convention and room reservations are already coming in at a steady pace.

Here is a reservation form which will aid the baker in conveniently getting reservations for the Miami Beach convention. ARBA officials suggest it be clipped and mailed as soon as possible.

The president's reception on the evening of April 24, the banquet on

the evening of April 26, will be held under the palms at the palatial garden and pool area of the Saxony and Sans Souci Hotels.

One of the convention highlights will be the presentation of a mammoth cake to the mayor of Miami Beach at convention hall April 25, in celebration of the 40th anniversary of Miami Beach as an incorporated city.

Rapinwax Paper Co. Names H. W. Wendorf

MINNEAPOLIS—Harold W. Wendorf has been elected vice president for manufacturing of Rapinwax Paper Co., it was announced recently by John J. Ahern, Jr., president of the Minneapolis firm.

Mr. Wendorf will be in charge of production at both the Minneapolis and Chicago plants. He formerly was factory superintendent in Minneapolis.

Succeeding him as factory superintendent is J. Robert Kanerva.

Lake Michigan Bakers Group Discontinues Regional Conference

MILWAUKEE—The Lake Michigan States Bakers Conference, composed of the Illinois Bakers Assn., the Indiana Bakers Assn. and the Wisconsin Bakers Assn., has announced it will not sponsor a joint convention in 1955. The small attendance at the 1954 meeting was given as the reason.

Each of the associations will announce its 1955 convention plans at a later date.

Tear along dotted line

MEMORANDUM

To: **ALL RETAIL BAKERS**

From: **1955 ARBA CONVENTION COMMITTEE**

Subject:

MIAMI CONVENTION

April 24-27

We would appreciate your providing us with the following information:

1. I will.....(will not)..... attend the ARBA Convention.
2. There will be.....people in my party.
3. Arriving by plane.....train.....bus.....
4. I have.....(have not).....my hotel reservations.
5. Would like more information on hotel rates and accommodations.....

NAME

STREET ADDRESS

CITYSTATE

Send replies to:

Associated Retail Bakers of America

735 West Sheridan Road

Chicago 13, Illinois

FILL IN THIS FORM—TEAR OUT—AND MAIL

First of Package Standardizations Issued by U.S.

WASHINGTON—The U.S. Department of Commerce has issued Simplified Practice Recommendations R255-55, which lists standard sizes of paperboard cartons for hamburger buns and wiener rolls. This voluntary recommendation to the trade was adopted for the baking industry and its paperboard suppliers through the Inter-Industry Bakery Package Committee.

George N. Graf, chairman of the committee, said in a letter to bakers recently that the promotion of the use of these simplified standard sizes would be advantageous to the baker, the food retailer, the package manufacturer and the general public.

From the baker's standpoint, Mr. Graf feels that he will save money by reducing production costs, inventories and waste. Sales will be improved, along with stackability, product protection, appearance of bakery displays and customer relationships.

—BREAD IS THE STAFF OF LIFE—

Iowa Bakers Assn. Will Meet May 10-11

OTTUMWA, IOWA — The Iowa Bakers Assn., will hold its annual spring convention May 10-11, according to a recent announcement by Norman X. Swenson, Swenson's Pastry Shop, president and secretary.

The meeting will be held in the Savery Hotel, Des Moines. Further details may be had from Mr. Swenson at 113 So. Court, Ottumwa.

A Banner Year for Industry Forecast At Pennsylvania Bakers Assn. Meeting

By GEORGE POTTS

American Baker Editorial Staff

PITTSBURGH—A review of developments in the baking industry from bulk handling and the brew fermentation process to the psychology of merchandising and advertising, blended into a modern, progressive program presented at the winter convention of the Pennsylvania Bakers Assn. held here Jan. 16-18.

Further, the approximately 450 bakers and allied representatives attending the annual meeting were advised of a healthy business outlook for 1955 and a concerted program for the general welfare of the entire industry by representatives of national groups and their state association.

Lewis G. Graeves, Chas. Schneider Baking Co., Washington, D.C., chairman of the board of the American Bakers Assn., self-styled "world's greatest optimist," counseled the bakers that 1955 "can be a banner year to the industry and the individuals in it," contending that hard work can make it a "year of progress."

He told the bakers that they would have to "get out and work" as an increase in business would not just come to those who sat back and waited for it. "The major job of selling is to get more people to eat more of what we make," he declared.

Only the individual baker can do the selling job in his local market, Mr. Graeves stated, urging the bakers to strive for increased bread consumption by every possible consumer and capitalizing on the breakfast, picnic, dessert and diet angles of promotion.

This speaker noted that the housewife of today is nutrition conscious and, therefore, should place bread higher if she knew the whole story of its value in the diet. He said that the facts regarding the nutritional value of bread need better presentation to Mrs. Consumer and it was the fault of the general industry that these facts had not been more strongly presented. Every one in the industry should "pitch in and do his part in selling the enrichment story," he stated.

He saw the food faddist as having lost ground but "still with us with some holding key positions." These persons in public positions should recognize accredited data supporting enriched bread, he contended.

ogize accredited data supporting enriched bread, he contended.

Local Cooperation Urged

Touching on the Bakers of America Program, he noted that work with doctors and educators had been stepped up and more literature distributed. In this connection he called for more cooperation of bakers at the local level for greater progress in the promotion campaign.

Another appeal for the realization of the value of cooperation through local, state and national organizations was voiced by William F. Thie, Virginia Bakery, Cincinnati, president of the Associated Retail Bakers of America. He noted the need of strong national groups to work out concerted promotion and exchange ideas.

This speaker stated that there is enough of 1955 left for us to say "it will be a good year" if we cooperate and have a positive attitude.

In a straightforward, inspiring address, the ARBA president stated that "within ourselves lies the greatest force for good." He declared that good relations and a Christian outlook and "realization that you are an integral part of this great force for good will help make 1955 one of the best years in your life and for our industry."

Formula for Success

Mr. Thie outlined the formula for success in the baking industry as "quality plus service plus convenience." He advised the bakers to follow this formula and business will be good.

He cited the romance and opportunity in American business and called for more "vision and determination." He stated that this is still primarily a nation of small business and told the smaller bakers to take pride in serving their community. "Don't apologize for being small," he said, "the big corporations of today all started small."

"We have a job to do and we are all capable of doing it," he declared. "Big or small, the one greatest ingredient is quality, he stated, "because this is the thing that causes the customer to come back for more."

The activities of the American Institute of Baking, to help "do the job" facing the baking industry were outlined by its president, Howard O.

Hunter, Chicago, in a most informative address.

He stressed the aim of the AIB to work towards reaching leading figures influential in education and other key fields. Among these he listed advisory committees of leading nutritionists in the country, educators from the elementary school level through college, literature written in collaboration with these committees for distribution throughout the nation and a field staff to travel nationally meeting bakers, educators, doctors and nutritionists, with a resultant building of stature and respect for the industry.

In the address Mr. Hunter harpooned low calorie bread propaganda stating that "some are obsessed with the obesity racket" and emphasize low calorie bread. "There is no such thing, he said, because ounce for ounce low calorie bread and regular white bread are the same in caloric content."

Touching again on nutrition, Mr. Hunter stated that "today nutrition is the selling point for foods." He said that the dairy industry and the meat industry is actually selling nutrition and that many bakers have failed to capitalize on the fact that bread is accepted as the best single nutritive food, a fact that more bakers should stress in advertising.

"Bread an Excellent Food"

At this session a report was made on nutritional experiments at two orphanages in Germany to determine the relative nutritional value for growing children of flours of different extraction or degree of extraction. In all of the tests the flours were fortified with calcium.

The results of the test indicated that not only is enriched bread at least equal to whole wheat bread in the diet of growing children, but also that bread at a high daily intake is an excellent food for growing children. It further cited an indication of overemphasis of the importance of the role of animal protein and milk in the diet of growing children if the flour for their bread has added calcium.

(For a complete report of this vital promotional opportunity, see article on page 16.)

One of the most interesting presentations at the convention was a discussion of new fermentation processes featuring Jones E. Mapes, Anheuser-Busch, Inc., New York, covering the technical aspects, and Peter G. Pirrie, Bakers Weekly, New York, outlining the equipment, engineering and maintenance problems. The presentation sparked a lively question and answer session.

Mr. Mapes presented a very fair summary on work with three methods of brew fermentation, noting personal observations and reports of advocates of the various methods, and called upon the bakers to analyze data, experiment, and decide on the method he preferred.

The first method he outlined was that advocated by the American Dry Milk Institute, which calls for quantities of non-fat dry milk solids in the brew.

The formulas and further details are outlined in a special article by Mr. Mapes to appear next month.)

"The third method of brew fermentation has been developed more recently and has been experimented with over quite a length of time with the use of chemicals as buffering agents in the brew, and while there are distinct advantages to this method, there is still considerable work necessary before we have the final answers," Mr. Mapes stated.

"In all cases, temperature becomes quite important and maintenance of the proper temperature in the brew should be carefully watched. The temperature of the dough has a great deal to do with the aging factor once it is mixed and we believe, normal dough temperatures—about 82° produce the best bread. In using a brew to produce buns and rolls it has been our experience that the brew must be cooled to a lesser degree and the brew kept at a much cooler temperature ranging from 76 to 77°. It is necessary in some cases, to put in additional quantities of yeast on the dough side in order to get proper proof time if dough is made with higher percentages of enriching ingredients such as are necessary in making buns and hot dogs," Mr. Mapes said.

Liquid Ferments Have Merit

In conclusion Mr. Mapes stated that all bakers should become familiar with liquid ferments as the method has a great deal of merit. They are now testing flour in the brew, he said, but more study is needed.

Mr. Pirrie stressed the need for sanitation precautions in the brew process, particularly if milk is used, as an "off flavor" product could result.

He said that all surfaces contacting

(Continued on page 60)



PENNSYLVANIA OFFICERS—In the illustration above are, left to right, recently-elected officers of the Pennsylvania Bakers Assn. Theo. Staab, secretary, Pennsylvania Bakers Assn., Harrisburg; Ralph W. Sotzing, Bethlehem Baking Co., Bethlehem, Pa., treasurer; D. A. Robinson, Capital Bakers, Inc., Harrisburg, retiring president; James W. Williamson, Duquesne Baking Co., Pittsburgh, newly elected president, and W. Arthur Holmes, Puritan Pies, Inc., Philadelphia, vice president.



PENNSYLVANIA BANQUET—New officers of the Pennsylvania Bakers Assn. were introduced at the recent annual banquet. Left to right are R. F. Dunkelberger, Bergman's Bakery, Millvale, director; Mrs. and D. A. Robinson, retiring president; Mrs. and James W. Williamson, Duquesne Baking Co., Pittsburgh, new president; W. Arthur Holmes, Puritan Pies, Inc., Philadelphia, vice president, and L. M. Cleland, Wesson Oil & Snowdrift Sales Co., Philadelphia, associate director.



AT MICHIGAN CONFERENCE—Some of the breads and wholesale products displayed at the third annual Michigan Bakers Educational Conference at Michigan State College recently are inspected by two of the 200 delegates. Left to right are Dick Way, Way Baking Co., Jackson, and Eugene Gauss, Gauss Baking Company, Lansing. (Center) Inspecting some of the cakes displayed are Dale Bassett of Dale's Bake Shop, Hastings, and Helen Arnold, Arnold's Bakery, Midland. They directed a workshop session on "Your Custo-

mers Viewpoint." (Right) An informal question-and-answer session at the conference drew in four conference leaders. Left to right are John Schallert, Detroit, secretary, Michigan Bakers Assn.; Herman Dressel, Dressel Bakery, Chicago; Miss Marguerite Robinson, nutrition field representative for the American Institute of Baking, and L. Carroll Cole, Cole Bakeries, Muskegon. Photographs were taken by the Michigan State College staff, East Lansing, Mich.

Michigan Baking Industry, State College Moving Toward 4-Year Course, Meeting Told

EAST LANSING, MICH. — The Michigan baking industry is moving forward with its proposal to work with Michigan State College to establish a four-year course leading towards a bakery management degree, the go-ahead given at the third annual Michigan Bakers Educational Conference.

Russell J. Kleis, head of the program development office of the Continuing Education Service of Michigan State, appeared before the conference general session to describe the progress on the bakery course proposal. The conference reaffirmed its desire, and a committee will be named soon from the baking industry to help obtain the necessary financial support.

More than 200 wholesale and retail bakers attended the conclave, which was cut back from a two-day event last year to one day this year. Officials of the Michigan Bakers Assn. report that the one-day conference apparently drew better because more bakers feel that they can leave their business easier for one day.

Kellogg Center was again the headquarters for the conference at Michigan State College. The seven-story building will be host this year to more than 500 conferences, such as the Bakers event, with a total attendance of 200,000.

Cooperative Project

The conference is sponsored by the Detroit Retail Bakers Assn., the Associated Bakers of Eastern Michigan, the Associated Bakers of Western Michigan, the Michigan Bakers Assn., and the Allied Trades Assn., assisted by the MSC department of business administration.

And the attractive Kellogg Center was even more colorful with its lobby full of decorated cakes brought by many of the bakers. The intricate pastries ran the full range from twisted coffee cakes, to fancy breads to towering cakes. In addition to attracting scrutinizing glances of the bakers trying to learn new tricks, the displays lured many college professors from classroom buildings and many Lansing area residents to see the "open-to-the-public" show.

Several of the cakes decorated during the morning's "Cake Decorating Demonstrations" by Emil Hilbert, of Chicago, were added to the lobby lineup. The Hilbert-decorated cakes all developed his appeal to the bak-

ing industry to utilize "decorating ideas that come from the heart."

In his illustrated lecture, Mr. Hilbert stressed several factors, urging the cake decorators to use too little rather than too much frosting, to place the important portion of the decoration in the upper right hand corner of the cake, to feature the use of circles in making designs, and to use care in mixing the colors.

Use Soft Colors

Mr. Hilbert advocated mixing the colors in the bag. "Don't use poisonous colors, but rather soft colors which will look good enough to eat. Solid colors too often look like cement," he said.

In advocating greater use of circles, he showed how several circles of varying sizes could be drawn to create an amusing whip cream clown, or a mischievous Mickey Mouse.

The cake decorating demonstration was for the retail bakers, who heard another vital topic discussed in the afternoon. A panel of Helen Arnold, of Arnold's Bakery, Midland, and Dale Bassett, Dale's Bake Shop, Hastings, stressed again many of the too-easily-overlooked "Customers Viewpoints."

The wholesalers heard E. J. Sperry, Sperry's Personal Opinion, Chicago, in the afternoon and they kicked around "Common Problems" in the morning session with Cliff Jeffries, Lawrence Bakery, Lansing, as the leader. "What to do about the stale returns?" was the most common problem among the wholesale bakers. Two possible solutions were described—one Saginaw firm is selling its old bread to a dog food company for their processing, and one Detroit baker is breaking up the stale bread and marketing bread crumbs for dressing.

Mr. Jeffries comments summed up the stale-bread situation when he explained that "It's impossible to guess what the buying trends will be from week to week at any given grocery or outlet. The store will be completely sold out three week ends in a row and on the next Monday morning, the route man will find 25 loaves of bread left unsold."

The afternoon general session covered a variety of topics with John Maroff, Nelson's Bakery, Chicago, discussing "Cost and Production Control"; Miss Marguerite Robinson, nutrition field representative of the

American Institute of Baking, giving her views on "Nutrition and the Retail Baker," and Herman Dressel, Dressel Bakery, Chicago, telling the latest about "Whipped Cream Products, Low Temperature Freezing, and Packaging." Fred Kaiser, Detroit industrialist, spoke about "Sales" at the evening banquet.

Allied Workshop

The allied trade people had their special workshop too, with Harry Gregory, Anheuser-Busch, Inc., and Al Waugh, Red Star Yeast & Products Co., in charge of a meeting on general membership activities.

The official welcome to the college was given by Dr. Kenneth Wilson, head of the business administration department, Michigan State.

Tom Korn, Aikman Bread Co., Port Huron, president of the Michigan Bakers Assn., used many committees in setting up the conference with Bern Godde, Battle Creek, as general chairman. His co-chairmen were Helen Arnold, Arnold's Bakery, Midland; Harry Gregory, Anheuser-Busch, Inc.; Robert Awrey, Awrey Bakeries, Detroit, and Mr. Korn. Arthur Hurand, Buttercup Bakeries, Flint, and L. Carroll Cole, Cole Bakeries, Grand Rapids and Muskegon, served in an advisory capacity.

Bakery Engineers Set Up Group Insurance Plan

CHICAGO—Announcement of the adoption of a group insurance program, after nearly two years of study and investigation, has been made by the American Society of Bakery Engineers. Insurance committee chairman is Charles E. Riley, Bes-Tex Foods Corp., Chicago. Other members of the committee are Willard H. Geller, John R. Thompson Co., Chicago, and Victor E. Marx, secretary-treasurer of the society.

The insurance is available to members of the ASBE in North America and in the U.S. possessions and territories. Included in the coverages offered are income protection for members disabled by accident or sickness, and hospital and surgical benefits for members and their dependents.

Other highlights of the program are the unusually long duration of monthly income benefits, five years

for sickness and lifetime for accidents; the assurance that no member's insurance can be taken away from him before age 70, while the program remains in force, regardless of the number and severity of claims he makes or whether he remains with the same company; and the fact that all coverages will be paid regardless of other insurance members may have, Mr. Marx said.

Committee members expressed the hope that a majority of members would send in their enrollment forms as soon as possible to get the program in force in the near future.

—BREAD IS THE STAFF OF LIFE—

New Site Bought for Oklahoma Baking Firm

OKLAHOMA CITY, OKLA.—Safe-way Stores, Inc., has bought almost five acres here to be used as a site for a manufacturing plant for the Fairfax Bread Co., bakery supplier unit for the Safeway organization. The plant will contain in excess of 25,000 sq. ft., and will service all Safeway retail stores in the Oklahoma City division, which includes all of Oklahoma and portions of Arkansas.

At present bakery supplies for Safeway stores in the Oklahoma City division come from Wichita, Kansas, and Dallas, Texas, and on contract with local bakeries. The bakery unit will supply bread, rolls and cakes for the retail locations.

W. A. Christenson, division manager for Safeway, said the project will require from 18 months to two years to complete. He said the plant will be thoroughly modern, with all the latest equipment and facilities for rapid service to Safeway retail stores.

—BREAD IS THE STAFF OF LIFE—

Brolite Co. Research Laboratories Ready

CHICAGO—The new bacteriological and chemical research laboratories of the Brolite Co., manufacturers of specialty ingredients for bakers, will be in full operation shortly. It has been announced by W. E. Dawson, general sales manager.

The new laboratories, as well as a fully-equipped experimental bakery, will be located in Brolite's main manufacturing plant in Chicago.

H. E. Turley, well-known bacteriologist and bakery technician, has been appointed director.

Flour Market

Southwestern Flour Prices Slip

Wheat prices moved in different directions in the Southwest and in the spring wheat area during January, with the price of hard winter wheat flour dropping about 15¢ sack while spring wheat flour prices were virtually unchanged from the early part of the month. Cash wheat, after moderate fluctuations during the period, wound up 2@5¢ bu. higher at Minneapolis. Meanwhile, cash hard winters at Kansas City dropped as much as 12¢ bu., with the higher protein types showing the biggest decline. Consequently, flour prices in that area adjusted to the lower wheat costs. The rise in spring wheat costs was offset to some extent by better returns to flour mills on their mill-feed sales, and thus the month-to-month comparison shows very little change in spring wheat flour quotations.

Statistical Data Provides Background

A variety of new statistical information released during January provides some additional background on the price outlook, although the complete picture regarding actual free (not under loan) wheat will not be available until the U.S. Department of Agriculture totals up the loan figures as of Jan. 31, the loan deadline. Also, the renewed tension in international matters resulting from the latest Chinese Communist moves in the Far East has exerted some market influence, and further market effects may be expected as new developments occur. However, this comprises an unknown quantity, and attempts to judge market trends on possible developments in this field are fruitless.

Record Supplies On Hand Jan. 1

Basic data about wheat supplies appears in the government's report of stocks of grain on Jan. 1. On that date, wheat supplies totaled 1,460 million bushels, the largest for that date on record. This total is nearly 10% larger than the amount on hand a year earlier, when the previous record was set. Stocks stored in off-farm positions (mills and elevators) were 25% larger than a year earlier, and farm stocks were the smallest since 1941.

Big Portion in Government Hands

Of the total off-farm stocks, 83% was owned by the Commodity Credit Corp. or was under loan. Of the farm stocks, 37.5% of the total was under loan. Thus, 390,403,000 bu. were "free" (outside of loan or government inventory). Presentation of these figures has raised some doubt among market observers that the pinch on supplies will be as great as was anticipated earlier. Flour mill grindings of wheat in the January-June period last year totaled 252,716,000 bu. The milling requirement in the current six-month period, plus seed requirements for spring wheat and

any wheat that is used for animal feed comprise practically all the likely disappearance before the new crop year starts, since almost all exports are coming out of the government-owned supply.

Loan Total to Be Increased Further

Of course, additional quantities of wheat went under loan during January — perhaps as much as 100 million bushels — and the indicated free supply will be closer to the actual requirements as summarized above. But there is, apparently, the possibility that supplies will be ample without the necessity to draw on government stocks at the high minimum sale price. As yet it is too early to draw any definite conclusions on this subject, and careful study of later figures on loan and inventory totals will be necessary. Meanwhile, it is significant that sufficient quantities of free wheat came to market right up to the loan deadline to pre-

vent a runup in price to the loan price on all but a few types of wheat.

Moisture Helps Crop Prospects

The decline in prices in the Southwest may be partly attributed to the improved condition of the winter wheat crop resulting from generous moisture in large parts of that area. In much of the western portion of the Great Plains area moisture received during November and December was less than one half of normal. But subsequent rain and snowstorms changed the picture considerably. The greatest improvement has taken place in Nebraska, with improvement also noted in eastern Kansas, Oklahoma and Texas. The crop is dormant and thus not subject to immediate danger, but more moisture is still needed, and as one prominent crop observer puts it, the important question is whether rain or high winds come first this spring.

Market
Editor



George L. Gates

February Price Changes Examined

For the past few years, a decline in wheat prices has been widely anticipated during February. The break has not been great in many of these periods, and actually little change has occurred in some of them. An analysis covering price movements all the way back to 1909 shows that prices went up from January to February 29% of the time, while they declined 62% of the time and didn't change 9% of the time. While these figures do not give any certain "odds" for or against a February break they offer an interesting bit of background against which to weigh current factors.

Potomac States Bakers Assn. Annual Meeting Reelects James G. Stephanson

BALTIMORE, MD.—A total of 456 bakers and allied tradesmen of the baking industry, their wives and guests, registered for the Potomac State Bakers Assn. winter convention.

The convention got off to a flying start when 425 people attended the president's reception tendered President James Stephanson Sunday night. The affair was sponsored by Potomac States division No. 3, Allied Trades of the Baking Industry.

August J. Heying, Heying Bakers, chairman of the program committee, was congratulated for the quality of the text selected by the speakers and the excellent choice of same. Eric

Klotz, College Bakery, Baltimore, gave the invocation.

Mr. Stephanson welcomed those present and then asked Anton Hagel, of Hagels Bakery, Baltimore to give the treasurer's report. P. August Grill presented the "in memoriam" service for deceased members of the association.

Lewis G. Graeves, Chas. Schneider Baking Co., Washington, chairman of the board of governors, American Bakers Assn., was featured on Monday's program along with William F. Thie, Virginia Bakery, president of the Associated Retail Bakers of America and Rev. Edward Bunn, president of Georgetown University, Washington.

J. Miles Decker, J. M. Decker Co., Baltimore, then presented the "Man of the Year" award for Potomac States division No. 3 to Ray H. Sullivan, Esskay Packing Co., Baltimore. This award is made to the man in the division who among other things has done the most to bring about an improved relationship and better understanding between the allied tradesmen and bakers' associations. Mr. Sullivan's award was the third in this division.

The chairman of the day for Tuesday's program was John A. Kreiling, Community Bakery, Cumberland, Md. Mr. Kreiling introduced Miss Mildred M. Arnold.

Mr. Graeves in his talk said "the year which ended just a few weeks ago was not particularly outstanding from any one angle for the baking industry. We made a little progress here and there and in some directions slipped quite a little. It seems particularly important at this time to check on every operation. The cost of doing business has mounted steadily in the past 8 or 10 years and there doesn't seem to be much hope that any costs are likely to be reduced in the year ahead."

"Business men and business forecasters are optimistic about 1955," he said. "Every index points to higher levels of income and of business activity. More people will have more money to spend for more things."

"The history of our industry in the past indicates that our volume tends to grow as payrolls grow. If the pattern holds, we should look forward to a year of expanded business in 1955. However, it is not just a matter of sitting back and waiting for more business to drop in your lap. If we are to get our share of increased business, we'll have to work for it."

In recent years, our industry has grown because of two facts—a de-

(Continued on page 63)

Summary of Flour Quotations

Jan. 29 flour quotations in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring top patent	6.85@7.15	7.20@7.30	7.20@7.30	7.20@7.30	7.20@7.30
Spring high gluten	6.70@7.05	6.65@6.75	6.65@6.75	6.65@6.75	6.65@6.75
Spring short	6.70@7.05	6.65@6.75	6.65@6.75	6.65@6.75	6.65@6.75
Spring standard	6.70@7.05	6.65@6.75	6.65@6.75	6.65@6.75	6.65@6.75
Spring straight	6.70@7.05	6.65@6.75	6.65@6.75	6.65@6.75	6.65@6.75
Spring first clear	6.00@6.55	5.90@6.40	5.90@6.40	5.90@6.40	5.90@6.40
Hard winter short	6.28@6.55	6.10@6.15	6.10@6.15	6.10@6.15	6.10@6.15
Hard winter standard	6.30@6.45	6.00@6.10	6.00@6.10	6.00@6.10	6.00@6.10
Hard winter first clear	5.50@5.55	4.90@5.05	4.90@5.05	4.90@5.05	4.90@5.05
Soft winter short patent	7.67@7.70	7.67@7.70	7.67@7.70	7.67@7.70	7.67@7.70
Soft winter standard	6.45@7.11	6.20@6.35	6.20@6.35	6.20@6.35	6.20@6.35
Soft winter straight	6.45@7.11	6.20@6.35	6.20@6.35	6.20@6.35	6.20@6.35
Soft winter first clear	5.70@7.06	5.45@5.55	5.45@5.55	5.45@5.55	5.45@5.55
Rye flour, white	4.97@5.25	4.85@4.90	4.85@4.90	4.85@4.90	4.85@4.90
Rye flour, dark	4.42@4.50	4.10@4.15	4.10@4.15	4.10@4.15	4.10@4.15
	New York	Phila.	Boston	Pittsburgh	*New Or.
Spring high gluten	7.93@8.03	7.95@8.05	7.97@8.07	7.70@8.01	7.50@7.85
Spring short	7.45@7.55	7.52@7.62	7.25@7.54	7.15@7.30	7.15@7.30
Spring standard	7.38@7.48	7.40@7.50	7.42@7.52	7.15@7.46	6.90@7.25
Spring first clear	6.70@7.05	6.85@6.95	6.73@7.02	6.55@7.01	6.25@6.95
Hard winter short	6.89@6.99	6.95@7.05	6.92@7.02	6.77@6.85	6.35@6.45
Hard winter standard	6.69@6.79	6.70@6.80	6.72@6.82	6.55@6.75	6.20@6.35
Hard winter first clear	5.80@5.90	5.80@5.90	5.80@5.90	5.80@5.90	5.10@5.50
Soft winter short patent	8.55@8.65	8.55@8.65	8.55@8.65	8.55@8.65	8.55@8.65
Soft winter standard	6.35@6.45	6.35@6.45	6.35@6.45	6.35@6.45	6.35@6.45
Soft winter first clear	5.55@5.70	5.55@5.65	5.55@5.65	5.43@5.51	5.43@5.51
Rye flour, white	5.55@5.70	5.55@5.65	5.55@5.65	5.43@5.51	5.43@5.51
Rye flour, dark	5.55@5.70	5.55@5.65	5.55@5.65	5.43@5.51	5.43@5.51
	Seattle		Toronto	**Winnipeg	
Family patent	\$...@1.10		Spring top patent	\$...@11.00@11.60	
Bluestem	...@7.27		Bakers	...@...	
Bakery grades	...@7.48		Winter export	...@...	
Pastry	...@6.48				

*100-lb. papers. †Bakery wheat flour in 100-lb. papers.

Bulk Flour Service Set Up in New York Area for Bakeries, Macaroni Firms

By WALTER C. SMITH
American Baker Editorial Staff

NEW YORK—A bulk flour delivery service for bakers and macaroni manufacturers in the New York metropolitan area will be started in the near future by the Delaware, Lackawanna & Western Railroad Co.

James L. Barngrove, Jr., general traffic manager for the railroad, explained that the new service will include transport of the flour Airslide rail cars from the mill to Lackawanna's railhead at Hokoben, N.J., transfer to bulk trucks to be operated by Semolina Haulage Co. of Hoboken, and routing shipments to North River Pier 41, New York, for delivery to bakeries and macaroni plants in the area.

The Brooklyn plant of La Rosa Macaroni Co. will be the first consignee to use the combination bulk rail car and trailer truck delivery service arranged through a contractual agreement between the railroad and the Semolina Haulage Co.

A shipment of durum blend from a Minneapolis mill will lead what is expected to be an increasing flow of flour in bulk delivery form to this area. Although the exact date for shipment of the initial carload has not been determined, Joseph Giordano of La Rosa Macaroni Co. said it would probably be within the next few weeks.

Mr. Barngrove explained that the bulk delivery service is a three-way proposition involving the Airslide rail cars, the services and facilities of the Lackawanna and also of the trucking firm. The railroad will be responsible for transferring the flour from the bulk rail cars to bulk trucks at its Hoboken terminal and delivery to the New York pier, he said.

New York point tariff rates will apply to shipments handled in this manner, according to Martin A. Ehlers, assistant general freight agent of the railroad. The consignee will be responsible only for the cost of hauling the flour from the pier to the plant. In this connection, Salvatore Giarraputo of the Semolina Haulage Co. explained that consignees will make arrangements directly with his firm for transporting shipments of flour from pier to plant.

Lackawanna's railhead facilities have been modified to include electrical connections for operating fluidizing mechanisms on the trucks. Trucks will be loaded by gravity flow under elevated tracks. The facilities at present can accommodate eight bulk rail cars carrying 800,000 lb. flour. It was indicated by Mr. Barngrove that space is available at the railhead for expansion of unloading and transfer facilities whenever it becomes necessary.

The trucks to be used in the operation of the delivery service are of the Airslide design. Semolina Haulage plans to begin deliveries with two trucks built under the Fuller patent by Veennema & Wieggers, Inc. of Paterson, N.J. Arthur Veennema of Veennema & Wieggers said the bulk trucks are almost completed and will be ready after testing.

Capacity of the bulk trucks will be approximately 40,000 lb. or more. They are one sectional and all aluminum. An accessory pump can deliver

flour to a distance of about 120 ft. Cost of each fully equipped truck will amount to about \$21,000 according to Mr. Giarraputo.

Mr. Giarraputo also said he believed additional trucks could be manufactured in the time required for bakers who desire to utilize the new delivery service to make necessary alterations in their storage facilities.

Most Bakers Interested

Mr. Ehlers revealed results of a survey conducted in this area to measure degree of baker interest in combination bulk rail car and bulk truck delivery service. Of the first 60 bakeries replying, 42 indicated interest, while 18 said they were not interested. It was thought that availability of sidings for bulk rail cars in the case of large bakeries and the money investment required for storage bins in the case of small bakeries may be reasons why the 18 indicated not interest.

The interested bakers consume 2,188,320 sacks of flour per year, according to the survey. This figure was said to represent 50% of the total flour consumed annually by the 60 bakeries replying. On the basis of this ratio, the survey estimated that of all bakeries in the New York metropolitan area those who are considering bulk shipment of flour are consuming 6.5 million sacks of flour per year.

Mr. Barngrove and Mr. Ehlers estimated that 75% of the flour to be moved in bulk to this area will come from western flour mills, principally Minnesota. The remaining 25% will originate at Buffalo and local points along Lackawanna's line.

Bakers wishing bulk rail cars delivered to their own siding can utilize team track facilities, Mr. Barngrove said, and Lackawanna's service will also include delivery of bulk cars to bakeries with sidings in northern New Jersey.

Broader Service Planned

Mr. Barngrove said the service will broaden eventually, and he added there will be a good market for accessory equipment and services. Several railroads have discussed the delivery idea at various meetings, but the service here is being provided only through the initiative and independent action of the Lackawanna, Mr. Barngrove said. He defined it as a progressive step in line with the accomplishments of his company.

The LaRosa Macaroni Co. has already leased at least 40 Airslide rail cars. Bulk shipments of durum blends are being made in these cars direct to sidings at their Danielson, Conn., and Hatboro, Pa., plants. Storage and conveying facilities have been installed at the Brooklyn plant. Unloading from bulk trucks will be by gravity flow and pneumatic equipment into basement storage bins.

A. Zerega's Sons, Inc., macaroni manufacturers at Fair Lawn, N.J., are also using Airslide rail cars at their plant.

New Jersey Flour Mills Co., Clifton, N.J., recently negotiated a contract for pneumatic handling of its flour at the mill and bulk facilities which will permit bulk delivery of flour to bakers in nearby areas. The cost of the facilities has been estimated at \$200,000.

Bakery Engineers Ready For March 7-10 Meeting

CHICAGO—Wallace K. Swanson, Stroehmann Brothers Co., Williamsport, Pa., president, has issued an invitation to all to attend the 31st annual meeting of the American Society of Bakery Engineers, Edgewater Beach Hotel, Chicago, March 7-10, 1955.

Ted Lauder, Ekco Products Co., Chicago, program chairman and his assistant, Len Franzen, Standard Brands, Inc., Chicago have announced the lineup of chairmen for the various sessions and special events.

The meeting will open officially at 9 a.m. Monday morning in charge of immediate past president, M. J. Swortfiguer, American Dry Milk Institute, Inc., Chicago.

Baking industry sanitation standards and what they mean to the baking industry will be briefly discussed by past president Don F. Copell, Wagner Baking Co., Newark, N.J., one of the representatives of the society on the Baking Industry Sanitation Standards Committee.

A message from the Associated Retail Bakers of America will be delivered by its president, William Thie, Virginia Bakery, Cincinnati, Ohio.

The American Bakers Assn. will be represented by its President, E. E. Kelley, Jr., Chicago. The final speaker on the Monday morning session will be an outstanding person with an inspirational message. His name will be announced later.

At noon Monday the usual annual luncheon of the Alumni Association of Dunwoody Industrial Institute, Minneapolis, and of Siebel Institute, Chicago, will take place simultaneously.

The session chairman for the afternoon session will be L. J. Todhunter, L. J. Todhunter Co., Denver, Colo. The entire session will be devoted to the many phases of brew fermentation.

First there will be a discussion from the technical viewpoint on Factors Influencing Brew Fermentation by Richard C. Choi, American Dry Milk Institute, Inc., Chicago. Next will come the making of bread and variety products by the brew fermentation process, handled by Clifton Scarborough, the Borden Co., Gatlinburg, Tenn. A comparison of the keeping qualities of products made by the brew fermentation process and by the conventional method, which will include both flavor and general characteristics, will be the subject of a discussion by L. F. Marnett, C. J. Patterson Co., Kansas City, Mo.

The final discussion on the subject will be that of the sanitation aspects of brew fermentation, by Miss Lois Cole, sanitarian of Quality Bakers of America Cooperative, New York who resides in Denver, Colo.

On Monday afternoon the session will be in charge of L. J. Todhunter, L. J. Todhunter Co., Denver, Colo. Tuesday morning will see Duncan Anderson, F. N. Calderwood Bakery, Portland, Maine, in the chair. H. A. Meyer, Grocers Baking Co., Lexington, Ky., will be the session chairman for the Tuesday afternoon meeting. On Wednesday morning, James M. Doty, Doty Technical Laboratories, Kansas City, Mo., will preside. The session chairman for Wednesday afternoon is Arthur Trausch, Jr., Trausch Baking Co., Dubuque, Iowa.

Past President Jake M. Albright, American Bakeries Co., Atlanta, Ga., will control the discussion at the "Bull Session" on Wednesday even-

Stock Market Picture

THE NEW YORK STOCK EXCHANGE
Quotations on baking and allied stocks listed on the New York Stock Exchange:

	1954-55	1955	1955
	High	Low	Close
Cont. Baking Co.	30 3/4	29 1/2	30 1/4
Pfd. \$5.50	105 1/4	102 1/2	102 1/2
Corn Prod. Ref. Co.	91	74 1/4	88 1/4
Pfd. \$7	185	174 1/4	178
Gen. Baking Co.	11	9 3/4	11 1/2
Gen. Foods Corp.	80 1/2	50 1/2	75 1/2
Gen. Mills, Inc.	78	60 1/4	63
Pfd. 5%	124 1/2	119	122 1/2
Merck & Co.	23 1/2	17 3/4	22 1/2
Natl. Biscuit Co.	45 1/2	36 1/4	44 1/4
Pfd. \$7	183 1/2	172 1/2	180
Pillsbury M., Inc.	57 1/2	35	57 1/2
Procter & Gamble	97	68	95 1/4
St. Regis Paper Co.	41 1/2	20 1/2	38 1/4
Std. Brands, Inc.	40	29 1/2	40
Pfd. \$4.50	92 1/2	86 1/4	88 1/4
Sterling Drug	46	36	45 1/4
Sunsh. Biscuits, Inc.	84	71 1/4	83
United Biscuit			
of America	40	27	29 1/2
Pfd. \$4.50	107 1/4	103 1/2	105 1/2
Ward Baking Co.	27 1/2	19 1/2	23 1/2
Pfd. \$5.50	105 1/2	100 1/4	104 1/4

Stocks not traded:	Bid	Asked
Gen. Baking Co., \$8 Pfd.	140 1/4	142
Gen. Foods Corp., \$3.50 Pfd.	94	97
Gen. Mills, Inc., 3 1/2% Pfd.	134	144
Merck & Co., \$3.50 Pfd.	102 1/2	104
Merck & Co., \$4 Pfd.	91	93
Pillsbury Mills, Inc., \$4 Pfd.	102 1/2	104
St. Regis Paper, \$4.40 Pfd.	103	104
Sterling Drug, \$3.50 Pfd.	96 1/4	97

THE AMERICAN STOCK EXCHANGE
Quotations on baking and allied stocks listed on the American Stock Exchange:

	1954-55	1955	1955
	High	Low	Close
Burby Biscuit Corp.	3	2 1/4	4 1/4
Gr. A&P Tea Co.	230	164 1/2	202 1/2
Pfd. \$5	140 1/2	132	137
Hathaway Bak., Inc., "A"	10	4 1/4	6 1/4
Horn & Hardart Corp. of N. Y.	22 1/2	18	22 1/4
Ward Baking Co. Warrants	12 1/2	7 1/2	9 1/2
Stocks not traded:			
Horn & Hardart Corp. of N. Y., \$5 Pfd.	107 1/4	108 1/2	
Horn & Hardart Corp. of N. Y., \$8 Pfd.	141 1/4	142 1/2	
Omar, Inc.	21 1/2	22	
Wagner Baking Co.	5 1/4	5 1/2	
Wagner Baking Co., Pfd.	105 1/4	107 1/2	

ing. Thursday morning will find Alois J. Welzenbach, Kenwood Cake Co., Los Angeles, Cal. in the chair. The final session, Thursday afternoon, will be in the hands of Harry Vernon, Swift & Co., Chicago.

In charge of music for the entire meeting, with special leaders for each session, will be William E. Maier, Maier Bakery, Reading, Pa., who will be assisted at the opening of the meeting by John Wardlaw, Borden Co., Toronto, Ont., Canada. The baked foods display on Tuesday late afternoon and evening will be in charge of William L. Grewe, International Milling Co., Chicago, Ill.

The Edgewater Beach Hotel has entirely redone its former Marine Dining Room into what is now known as the Polynesian Room, Mr. Swanson said. Plans for the Engineers Dinner Monday evening, and for the Early Bird Breakfast Wednesday morning, to be held in the new room, are being considered by chairman Jerome H. Debs, Chicago Metallic Mfg. Co., Chicago and Fred L. Cobb, Cobb's Sunlit Bakery, Green Bay, Wis., respectively. A series of announcements covering details of the program now being prepared will be released shortly.

Details of the programs of succeeding sessions of the meeting will be presented through a series of post card announcements to the membership.

GENERAL BAKING DIVIDEND

NEW YORK—George L. Morrison, president of General Baking Co., has announced a dividend of 15¢ a share on the shares of common stock payable Feb. 1, 1955, to the holders of record Jan. 15, 1955.

Vital Industry Promotional Weapon Seen In "Bread Diets" Fed German Children

(See editorial on page 9)

Research conducted on German children by the Medical Research Council of Great Britain, and recently published in that group's Special Report Series No. 287, indicates that enriched bread is equal to whole wheat bread in nutrients as part of the diet of growing children.

It indicates overemphasis has been placed on the role of animal protein in the diet, and shows that should precaution be taken to assure a supply of calcium through flour, milk is a "relatively unimportant food in the diet of children."

(The initial report of the research was published in the January issue of *The American Baker*, page 29. It details the mechanics of the tests and details British reaction to the findings.)

The research has now been seized upon by milling and baking officials in the U.S. as the basis of possible extensive promotion of the definite place of bread and cereal products in any diet.

Early in 1946 Prof. R. A. McCance and Dr. E. M. Widdowson visited the British Zone of Germany to report on the state of nutrition in that country, and later in the same year the council set up a unit at Wuppertal to investigate the effects and treatment of undernutrition. Two reports of the work of this unit, which was under the direction of Prof. McCance, have been published in the Council's Special Report Series, Nos. 275 and 279, the first being mainly a study of the effects of undernutrition on the physiology of the individual, and the second an assessment of the value of foods of plant origin as the chief source of protein in the diets of young children. With the publication of the present volume the account of the unit's main activities is completed.

The investigations described in this report were carried out in two German orphanages on children whose previous diet had been insufficient for their needs and who were, in consequence, below the weight and height usually considered normal for their age. For the purposes of the trial, the children were divided into groups and given, in addition to their German rations, as much as they wanted of one of several specially prepared breads made from flours of different extraction rates. It was hoped that the children's growth and health during the subsequent year would reveal any major differences in the nutritional value of the various breads.

Above-Normal Growth Shown

Perhaps the most striking observation was that these children grew even better than normal children of the same age in spite of the very simple diet provided, which contained little milk or other animal protein and had up to 75% of its calorie value in the form of flour products. During the year for which the trial continued, growth was equally good on each of the experimental flours. It remains an open question, however, whether the flours were equally nutritious, or whether differences existed between them which were ob-

scured by the exceptionally rapid growth-rate of undernourished children when receiving a diet adequate in calories.

Dr. Widdowson and Prof. McCance emphasize that "the greatest caution must be used in coming to any general conclusion on the basis of these results. The conclusions drawn must be restricted to the conditions under which the scientific evidence was obtained and cannot justifiably be applied to the needs of populations in very different states of nutrition and with widely varying dietary habits."

Fortified Flours Used

The purpose of the experiment was to determine the relative nutritive value for growing children of flours of different extraction or degree of enrichment. At Duisburg the flour employed in the experiment was 100% extraction (whole wheat flour); 85% extraction; 70% extraction; 70% extraction enriched with thiamine, riboflavin, niacin and iron at the 85% extraction level and 70% extraction enriched to the whole wheat level. Analyses of the flours used are given in Table I.

All flours were fortified with Creta praeparata (calcium carbonate) at the following levels: 100% extraction flour, 37 oz. of calcium carbonate per 280 lb. sack; 85% extraction, 17 oz. calcium carbonate per 280 lb. sack of flour.

The rate of fortification with calcium is inversely proportional to the degree of purification of the flour. This is to compensate for the interference with calcium utilization caused by phytic acid which is found in greatest quantity in whole wheat, and in the lowest quantity in the 70% extraction flour. The 70% extraction flour used in these experiments offered less calcium than the enriched flour in this country should the enriched flour be fortified with the optional enrichment ingredient calcium. The 70% extraction flour used in these experiments produced bread for the experiments which contained less calcium than the average commercial bread in this country.

The foods employed in these studies are listed along with the average quantity served in Table II.

Clinical examinations were made at the beginning and at three month intervals throughout the experiment. Each child was given a clinical grading. Weight and height measurements were made at two week intervals.

Serum proteins were determined; bone development was determined by X-ray of the left wrist and left elbow; intakes, absorptions and excretions of nitrogen, calcium, phosphorus, magnesium, thiamine, riboflavin and niacin were determined.

By all criteria used, the children did as well in one group as in another and the development in all groups surpassed expectations.

British Bread History

The composition of the wartime bread was one of the preoccupations of the Medical Research Council's accessory food factors committee (1940), and it was largely due to its influence in the early part of the war that the extraction rate was stabilized at 85% and that calcium was added to the flour.

During the war there was an improvement in the state of nutrition of the country, and there was a confident feeling among people interested in health that the rise in the extraction rate of the flour had contributed to it. Towards the close of hostilities a conference was called by the Ministry of Food to consider the composition of the post-war loaf. The report of this conference was published in November, 1945. At that time the medical members of the conference felt that bread made from a high extraction flour was of more value in human nutrition than one made from a low extraction flour, and that it was not possible to restore all the original nutritive value by adding the known B-vitamins and iron to low extraction flours. Some members of the conference wished to see a return to white flour, improved nutritionally by enrichment, and one of the recommendations made in the report was that a flour of low extraction, suitably enriched with vitamin B₁, nicotinic acid and iron should be compared experimentally with one of higher extraction.

"An Excellent Food"

This study not only indicates that enriched bread is equal to whole wheat bread in the diet of growing children but it indicates that bread at high daily intake is an excellent food for growing children. This study is another indication of the overemphasis we have placed on the role of animal protein in the diet because these diets furnish as little as eight grams of animal protein per day. These experiments indicate that,

TABLE II
Composition of Diets in Terms of Foodstuffs

Foodstuff—	Average Amount Eaten (g. per day)	
	Duisburg	Vohwinkel
Meat (cooked weight)	6	7
Including sausage	11	32
Fish (cooked weight)	7	6
Cheese	12	113
Milk, fresh (mostly skimmed)	53	81
Butter and margarine	13	43
Jam	5	58
Sugar	20	29
Orange juice (concentrated)	168	257
Potatoes	36	38
Root vegetables	63	98
Green vegetables	2	6
Dried pulses	13	24
Fruit (fresh and dried)	34	38
Semolina (for thickening soups)	447	350
Experimental flour:	437	...
100% extraction	418	240
or 85% extraction		
or 70% extraction		

The average daily diet furnished between 2,000 and 2,500 calories and about 75% of these calories in the Duisburg experiment were furnished by bread.

Each child received daily, a supplement which provided 2,000 IU of vitamin A, 1,000 IU of vitamin D and 25 mg. of ascorbic acid. Table III gives the average daily intake of nutrients during this experiment.

TABLE III
Average Gain in Weight For 1,000 Calories and Per G. of Protein in the Diet

Group—	Boys	Girls	Gain per 1,000 calories (g.)	Gain per g. protein (g.)
Milk:			5.82	0.17
Control:			7.95	0.21
Boys			5.80	0.19
Girls			6.87	0.23

should precaution be taken to assure a supply of calcium through the flour, milk is a relatively unimportant food in the diet of children.

Some Caution Urged

Although experiments indicate that growth and development of these children were as good on 70% extraction unenriched flour as on enriched or whole wheat flour, they should not be interpreted as meaning that enrichment lacks merit, observers are careful to point out. The excretion studies, indicated that those subjects on unenriched flour were receiving nutrients, particularly thiamine in quantities that provided little or no margin of safety while the enriched flour furnished an appreciable margin of safety in these factors. Furthermore the analysis of the 70% extraction flour used in this experiment shows that its nutritional quality is greater (except for protein quantity) than unenriched bakers flour in the U.S. Thus bread made from it would furnish more of the vitamins and iron obtained from enrichment than would be furnished by unenriched American bread.

After the first 12 months of this experiment, an experiment with a milk supplement was conducted at Duisburg. Here two groups of children were maintained on a diet similar to the one previously used which employed bread made from 85% extraction flour. One group was given a supplement of 500 ml. of whole milk each day while the other group continued on the low animal protein diet (see Table III).

It is evident that the adequacy of the diet as judged by growth is not increased by the supplementary feed-

TABLE I
Composition of the experimental flours

Extraction rate of flour %	g. per 100 g.				Mg. per pound					
	Moisture	Protein	Fat	Ca (including added Ca)	MG	P	Fe	Thiamine	Riboflavin	Nicotinic acid†
100*	11.8	12.9	2.92	1,710	597	1,400	20.5	1.87	.69	22.8
85	12.3	11.8	2.77	880	363	875	13.0	1.55	.37	13.2
70*	12.4	10.9	1.90	497	165	493	7.9	0.68	.21	8.7
70 enriched—										
100% levels*	12.4	10.9	1.90	497	160	493	19.2	1.87	.45	25.5
70 enriched—										
85% levels*	13.1	10.9	1.90	497	165	493	12.3	1.55	.32	15.5

*Used at Vohwinkel as well as Duisburg, Germany.

†Total acid-hydrolysable derivatives.

These flours had received no treatment with bleaching or maturing agents and were milled from mixtures of Manitoba and English wheats or Manitoba, English and American wheats. They were shipped to Germany at six month intervals in quantities sufficient to last six months. Although no flours used in this study were artificially matured, they received as much as six months natural ageing.

ing of slightly more than one pint of milk per day, the report states.

The basal diet at Duisburg seemed to be critically short of animal protein, and it was expected that if the milk were going to have an effect it would be because it corrected this. No attempt was made to balance this contribution in the milk, for the biscuits given to the control children merely added a little more cereal protein to a diet already providing this ingredient in generous quantities. It must be concluded that the mixture of amino-acids which the children obtained from their wheat flour and vegetables was not deficient in any respect, although it is possible that the small amounts of animal foods in the basal diet were of vital importance, particularly as a source of vitamin B₁₂. The fact that milk did not promote better growth shows that the experimental diets were wholly satisfactory for these children, the report says.

No Detectable Difference

These experiments were undertaken to study the effect of different extraction rates and of enrichment with B-vitamins and iron on the nutritional value of wheaten bread for children. The study was confined to the proteins in the wheat and to the vitamins of the B complex. No difference could be detected between the nutritional values of the bread and, since the children grew at a very satisfactory rate and no signs of any deficiencies appeared, it may be concluded that all the diets supplied the children with the nutrients known and unknown which they required for the period over which the experiments were conducted.

The children were about 5% below American standards for height and 8% below for weight when the experiments began and it was thought at the time that this made them good subjects for the investigation. It has been suggested, however, that the very fact that they were undernourished might have been the reason why the breads gave equally satisfactory results; for it is known that undernourished animals may make a good initial response to a supplement which ultimately fails to provide them with all they require. If this is so, it can only affect the interpretation of the results, it is pointed out.

"It cannot be emphasized too strongly that the results themselves apply only to the particular conditions under which the investigation was carried out. The diets contained more vegetables, but much less milk and meat, and in one experiment less fat and sugar, than diets in use at the present time in Britain, so that conclusions are in any case not directly applicable to Britain," the experimenters emphasize.

Why were the present results so different from those of previous investigators? the authors ask. In other words, "why have previous investigators almost invariably increased the growth rate of children by supplementing their diets with milk, while we have not?" The difference must lie either in the quality or quantity of the basal diet, or in the composition of the dietary supplement with which the milk supplement was compared. Milk (500 ml.) provided 330 calories, 17 g. animal protein, 18 g. fat and 0.6 g. calcium, as well as other important substances such as vitamin B₁₂. If the basal diet had been short of one or more of these constituents, supplementing it with milk or with any other food which made good the deficiency would have been likely to increase the growth rate, the report states.



Streamline the Conventions

With the coming of spring each year, the thoughts of most members of the baking industry turn, in varying degrees, to the spring convention season. Because we are currently in the middle of the convention-planning season, we feel it will be



Bill Lingren

of interest to those convention planners to read and reflect on the following excerpt from a letter written by someone who had just gone "convention-happy":

"Beginning with inadequate planning and bad organization and going all the way down to poor speakers, behind-time schedules, disappearing audiences, and too many Martinis for lunch, many conventions and meetings today are becoming a blight on the horizon.

"Wouldn't it be well to point out the rewards of

"(1) a meeting carefully organized and run by professionals,

"(2) a few really good speakers who truly have a message,

"(3) a realistic schedule which is not overpacked and hurried,

"(4) enough time off to permit people to do the things we know they are going to do anyway, and

"(5) a rehearsal or dry run so that the timing, the reaction, and the impact will be known in advance."

We feel that the second and third points made in this letter are most important. If there is one fault that is most common among convention planners it is that they overload their programs. Convention committees do not appear able to confine

themselves to two or three speakers in a session—and speakers with something to say.

A good slogan has been suggested for convention planners: "Send them away wanting more."

And now is the time of year for generating some new ideas in conventions.

Brand Names Are Important

The naming of a new product presents far more difficulties than the christening of a baby. In the case of the baby it's merely a matter of indulging one's fancy from names already current. For a commercial product, however, a name becomes the major single expression of what ultimately is the manufacturer.

Bakers were reminded at a recent industry meeting of the importance of brand names and their selection by John M. Willem, a vice president of the J. Walter Thompson Co., a large national advertising agency.

"With his name and everything he does with that name," Mr. Willem said, "the manufacturer of a trademarked, advertised product says this to the public at large: 'This is my merchandise. I am responsible for it. I am spending my money to tell you about it and how good I try to make it. It's me. If you don't like what I have told you and if you don't like what I have to offer for sale, it's very simple for you to ignore me completely. If, on the other hand, you like what I have to offer and you like the things about me that are symbolized by my name and by my product, it is a simple matter for you to continue to buy my goods.'"

Shelf selection in a retail outlet makes the "freedom of choice" a truly democratic process, Mr. Willem pointed out. Everything the manufacturer has done up to that point is laid on the line when his delivery

man or clerk places his product on the retail shelf.

"After that you are through," Mr. Willem forcefully pointed out.

Production Man's Creed

A succinct and high-minded creed for the bakery production man was recently outlined by Wallace K. Swanson, vice president and director of production for the Strohmann Brothers Co., Williamsport, Pa., at a recent industry meeting. Mr. Swanson is also current president of American Society of Bakery Engineers. Here is his creed:

"We who are responsible for the production management of our plants must believe:

"(a) that we should constantly seek to improve the quality and uniformity of baked goods with outstanding efficiency and results;

"(b) that we should stimulate and utilize the methods of research to improve our present products and create new ones;

"(c) that business in this country has never been what it could be, and never what it yet will be;

"(d) that business, management, labor, government and agriculture, working hand in hand, can produce opportunity and work for all."

Confidence and team work between management and co-workers are essential if this obligation is to be properly discharged, Mr. Swanson commented. It cannot be created, he said, other than with complete understanding and a harmonious spirit of cooperation, which is most conducive to continued progress and results.

—BREAD IS THE STAFF OF LIFE—

Welsh, H. C. Schrank Co. Merge in Milwaukee

MILWAUKEE—The merger of the J. Welsh Jam and Jelly Co. with the H. C. Schrank Co., both of Milwaukee, has been announced by Richard Moreau, president of the Schrank company, and J. J. Welsh, who has headed the 18-year-old local jam and jelly company.

Under the new arrangement, all brands produced by the Welsh firm and those by Schrank will be manufactured at the Schrank headquarters, 435 N. Milwaukee St. Mr. Welsh will be sales manager of the Schrank company's bakery division.

"Merger of the two companies permits a greatly expanded line of jams, jellies, fillers, flavors and similar goods produced for the baking industry in the past," Mr. Moreau said.

The Schrank firm has been identified in the bakery supply field locally and in the Midwest for the past 80 years. In addition to the jam and jelly line produced, the company has also distributed bakery equipment.



BAKER'S DOZEN WINS PRIZE—First prize in the fraternal division was awarded the Bakery and Confectionery Workers International Union of America for its float in the Pasadena Rose Parade. The "Baker's Dozen" featured Jan Somers, Queen of the Big Ten, riding on the front cupcake with 12 bakerettes as her court. The giant baker was 17 ft. in height.

Formulas for Profit

MOLASSES . . . for flavor and sales appeal

COCONUT TAFFEE (DOCKER TYPE)

Mix together:

1 lb. 4 oz. granulated sugar
1 lb. powdered sugar
8 oz. shortening
¼ oz. salt
¼ oz. soda
¼ oz. cinnamon
Vanilla to suit

Add:

12 oz. molasses

Mix in:

4 oz. whole eggs

Stir in:

12 oz. milk

Then add and mix in until smooth:

8 oz. macaroon coconut
3 lb. pastry flour

Roll the dough into strips about as big around as a half dollar. Cut into slices about ½ in. thick. Place on lightly greased pans. Then flatten with a cookie docker. Bake at 360° F.

NOUGAT FRUIT SLICES

Cream together:

1 lb. sugar
10 oz. shortening
¼ oz. cinnamon
¼ oz. soda
¼ oz. salt

Add gradually:

6 oz. whole eggs

Stir in:

½ pt. good molasses
½ pt. water

Add:

6 oz. seedless raisins
4 oz. currants
4 oz. ground peel
4 oz. ground walnuts

Sieve and fold in:

2 lb. flour

Place this mixture in a greased and dusted bun pan and roll out evenly. Bake on double pans at about 350° F. When cool, spread the following mixture on top.

NOUGAT TOPPING

Mix together:

1 lb. 8 oz. sugar
4 oz. butter
12 oz. macaroon coconut
10 oz. egg whites
6 oz. honey
3 oz. corn syrup

Place the mixture on a fire and heat to about 120° F., stirring constantly to avoid scorching.

Remove from the fire and stir in:

4 oz. fine chopped pecans
4 oz. melted chocolate
Vanilla to suit

The topping should be placed on the cooled sheet while warm so that it will spread readily. When the topping has cooled, cut the sheet into bars of desired size.

MOLASSES COCONUT ANGEL FOOD

Beat together on medium speed:

4 lb. egg whites
1 oz. salt
¾ oz. cream of tartar

Add gradually:

1 lb. high grade molasses
8 oz. granulated sugar

When the mixture holds a crease, add:

Vanilla to suit

Sift together carefully and mix in:

1 lb. 8 oz. good cake flour
2 lb. 4 oz. granulated sugar

Then mix in carefully:

1 lb. shredded coconut

Deposit into pans of desired size and bake at about 340 to 350° F.

After baking and when cooled, cover the cakes with the following icing.

Molasses Boiled Icing

Boil to 240 to 242° F.:

4 lb. 8 oz. brown sugar
8 oz. molasses
1 lb. 8 oz. water

Beat until fairly stiff:

1 lb. 8 oz. egg whites

Then add the boiled mixture slowly and continue beating until the icing is stiff.

Then mix in carefully:

8 oz. powdered sugar

After the cakes are iced, sprinkle a little coconut on top.

MOLASSES CRUMB PIE

Mix together:

5 lb. boiling water
7 lb. 8 oz. good molasses
2½ oz. soda
¼ oz. cinnamon
1½ oz. salt

Put this together and let set until the foam is all off the top. Stir a few times while cooling down.

The following is the formula for the crumbs or streusel.

Mix together:

3 lb. granulated sugar
1 lb. shortening
8 oz. butter
¾ oz. salt
6 lb. cake flour

First make up a number of 9 in. pie shells. Then fill them with 5½ oz. of the above syrup. Place 3 oz. of the crumb mixture on top. Then add 3½ oz. of syrup and sprinkle 6½ oz. of the crumb mixture on top. The pies should then be allowed to stand for about 45 minutes before placing them in the oven. Bake at about 380 to 390° F.

Note: The crumbs should have

plenty of time to absorb the syrup. Do not bake the pie shells before filling them.

MOLASSES SPICE DROPS

Cream together:

1 lb. 12 oz. granulated sugar
1 lb. 8 oz. shortening
1 oz. salt

Add gradually:

¼ oz. cinnamon
1 oz. soda

Add:

½ pt. molasses

Add gradually:

12 oz. whole eggs

Then add:

1 lb. 8 oz. currants
1 lb. 4 oz. chopped nuts

Sift and mix in until smooth:

3 lb. flour

Scale the dough into 20 oz. pieces. Make up into long strips about the size of a pie rolling pin. Divide into 20 pieces by using a scraper or knife. Place on lightly greased pans. Press down with a rock stamp and then wash with an egg wash. Bake lightly at about 360° F.

ORIENTAL SPICE CAKES

Mix together for 4 min. on medium speed:

2 lb. brown sugar
2 lb. granulated sugar
1 lb. 8 oz. shortening
4 lb. 4 oz. cake flour
2 oz. salt
5½ oz. baking powder
14 oz. molasses
1 oz. cinnamon
½ oz. ginger
¼ oz. nutmeg
¼ oz. cloves
1 lb. 14 oz. whole eggs
3 lb. 6 oz. milk

Then add and mix for 4 min. on medium speed:

1 lb. 8 oz. milk

Deposit into pans of desired size and bake at about 380° F. This formula may be used for layers, sheet cakes and cup cakes.

MOLASSES CINNAMON CAKES

Mix for about 3 min.:

3 lb. cake flour
1 lb. 8 oz. emulsifying type shortening
12 oz. butter

Sift together and add:

6 lb. granulated sugar
2 lb. cake flour
3 oz. salt
½ oz. soda
2½ oz. baking powder
3 oz. cinnamon

Then add and mix for about 3 min.:

2 lb. 12 oz. milk

Add and mix in for about 3 min.:

2 lb. 8 oz. whole eggs

Then add and mix for 3 min. more:

1 lb. 8 oz. molasses

2 lb. 4 oz. milk

Note: Scrape down the bowl and mixing arm several times during the mixing procedure.

Deposit into layer cake pans of desired size and bake at about 375° F. When baked and cool, cover the cakes with boiled icing. As soon as the cakes are iced, dust a little cinnamon over the tops.

PRUNE WHOLE WHEAT BREAD (QUICK)

Mix together:

2 lb. bread flour
2 lb. whole wheat flour
1 oz. soda
1 oz. salt

Add:

1 lb. 12 oz. molasses
8 oz. honey
3 lb. 4 oz. sour milk

Stir in:

2 lb. 12 oz. pitted prunes

Scale into desired shape pans and place in the oven immediately. Bake at about 350° F.

Note: The prunes should be soaked for about 10 min. and drained thoroughly before going into the mix.

MOLASSES COOKIES (MACHINE CUT)

Cream together:

6 lb. granulated sugar
4 lb. shortening
8 oz. salt
6 oz. cinnamon
1 lb. soda

Add:

2 gal. good molasses

Stir in:

6 lb. water

Sift together and mix in:

36 lb. pastry flour
3 lb. granulated sugar

Deposit on lightly greased pans. Wash with water or use some steam in the oven. Bake at about 380° F.

Note: These cookies are sometimes dipped in coarse granulated sugar before being baked.

MOLASSES CREOLE CREAM PIES

Cream together until light:

8 oz. butter
8 oz. shortening
1 lb. 4 oz. granulated sugar

Add gradually:

2 lb. 4 oz. whole eggs

Then stir in:

1 lb. 10 oz. good molasses

2 lb. honey

Then add and stir in thoroughly, the juice and grated rind of:

4 lemons

Pour into unbaked pie shells and bake similar to custard pies. The

★ ★ ★
Flavor is one of the most important factors in the sale and consumption of bakery foods. High grade molasses offers an excellent source of flavor which enhances the tastiness of those products in which it is used. It is one ingredient that is found in nearly every kitchen. There must be an excellent reason for this. Mrs. Housewife undoubtedly knows what pleases her family and therefore makes good use of this ingredient in preparing food.

A high grade molasses contains about 66 to 73% sugar. Part of this sugar is invert syrup which is known as a hygroscopic product. This syrup has the ability to help retain moisture in the baked products thereby prolonging their freshness.

The flavor of molasses blends ideally with many other ingredients used in the preparation of baked foods. Molasses and spice are a natural. However, coconut, nutmeats, dried fruits, etc., make very fine flavor combinations when used in conjunction with molasses.

There are a number of grades of molasses available at various prices. The baker should only purchase the best. The amount of molasses used is a minor factor, as far as cost is concerned, when considering the tremendous effect upon the flavor of the product in which it is incorporated.

Remember, the baker should see HOW GOOD he can make his product, not how cheap.

oven temperature should be about 340° F.

Note: As this filling is very rich, it is preferable to use small pie pans.

MOLASSES BRAN MUFFINS

Cream together:

- 1 lb. 12 oz. granulated sugar
- 1 lb. shortening
- 1½ oz. soda
- 1½ oz. salt

Add:

- 1 lb. whole eggs

Stir in:

- 1 qt. good molasses

Add:

- 4 lb. milk

Stir in:

- 1 lb. 8 oz. seedless raisins

Sieve together and add:

- 4 lb. 8 oz. bread flour
 - 2½ oz. baking powder
- Add:**
- 1 lb. 8 oz. bran
- Bake in greased cup cake or muffin pans at about 380° F.

MOLASSES PORK CAKES

- 3 lb. brown sugar
- 10 oz. granulated sugar
- ¼ oz. soda
- ¼ oz. cloves
- ¼ oz. cinnamon
- ¼ oz. nutmeg
- ¼ oz. allspice

Add:

- 3 lb. ground seeded raisins
- 3 lb. ground pitted dates

Then add slowly:

- 1 lb. 4 oz. whole eggs

Add gradually and mix in well:

- 3 lb. 12 oz. ground salt pork

Mix in:

- 3 lb. hot water

Stir in:

- 1½ qt. molasses

Sift together, add and mix in until smooth:

- 6 lb. 12 oz. cake flour
- 2½ oz. baking powder

These cakes have to be scaled somewhat heavier than ordinary layer cakes, due to the amount of dates and raisins they contain. A 7 in. layer should be scaled about 12 oz. Bake at 375° F. When baked and cool, ice the cakes with the following icing.

Raisin Icing

Beat until stiff:

- 10 lb. powdered sugar
- 1 lb. corn syrup
- 1 pt. egg whites
- 1 pt. water
- ½ oz. salt
- ½ oz. cream of tartar

Then mix in:

- 4 lb. 8 oz. ground seeded raisins
- A little lemon juice may be added if desired. The addition of a little cinnamon makes a nice variation.

The icing may be thinned down with a little water if desired.

PECAN NUT BARS

Cream together:

- 1 lb. sugar
- 10 oz. shortening
- ¼ oz. cinnamon
- ¼ oz. soda
- ½ oz. salt

Add gradually:

- 6 oz. whole eggs

Stir in:

- ½ pt. molasses
- ¼ pt. water

Add:

- 12 oz. seedless raisins
- 1 lb. chopped pecans

Sieve and mix in:

- 2 lb. 4 oz. cake flour
- Scale into 20 oz. pieces. Roll out to bun pan length. Place three rolls on a greased bun pan and flatten out to about 2½ to 3 in. in width. Wash with an egg wash. Bake on double pans at 360° F. After baking, glaze

with a thin water icing and sprinkle sliced nuts on top. Then cut into bars about 1¼ in. wide.

MOLASSES TAFFY COOKIES (MACHINE)

Mix together on medium speed for 2 min.:

- 4 lb. 4 oz. brown sugar
- 2 lb. 4 oz. shortening
- 1 lb. corn syrup
- 3 lb. molasses
- 2 lb. 4 oz. water
- 2 oz. soda
- 10 lb. pastry flour
- 2½ oz. salt
- 3 lb. 8 oz. macaroon coconut
- ¼ oz. cinnamon
- Vanilla to suit

Deposit on lightly greased pans. Bake at about 380° F.

MOLASSES FIG LOAF CAKES

Cream together:

- 2 lb. 8 oz. brown sugar
- 1 lb. shortening
- 1½ oz. salt
- 4 oz. soda
- ½ oz. cinnamon
- ¼ oz. ginger
- ¼ oz. cloves
- 3 lb. ground figs

Add:

- 1½ qt. molasses

Mix together and add:

- 2 lb. 8 oz. crumbs
- 3 qt. water

Sift, add and mix in:

- 7 lb. 8 oz. cake flour

Deposit into greased or paper-lined loaf cake pans and bake at about 360° F. When baked and cool, these cakes may be iced if desired, or left plain.

BOSTON BROWN BREAD

Cream together:

- 1 lb. 8 oz. sugar
- 6 oz. shortening
- 3 oz. salt
- 3 oz. soda

Add:

- 1½ qt. molasses

Stir in 3 oz. yeast dissolved in 1 qt. water.

Add:

- 1 lb. 8 oz. cake or cooky crumbs that have been soaked in 2 qt. water

Then add and mix until smooth:

- 1 lb. 8 oz. corn meal
- 1 lb. 8 oz. whole wheat flour
- 1 lb. rye flour
- 2 lb. 4 oz. bread flour
- 2 lb. 4 oz. seedless raisins

Deposit into regular Boston brown bread tins which have been greased. Place the filled tins in a steamer with water to the top of the inside bot-



A. J. Vander Voort

A. J. Vander Voort

... technical editor, author of this monthly formula feature and conductor of the Bake Shop Trouble Shooter (see page 53) and the Do You Know feature (see page 29), is head of the School of Baking, Dunwoody Industrial Institute, Minneapolis.

tom plate. Bake for two hours at about 380° F.

Note: Fill the tins only about ¾ full.

CHOP SUEY CAKES

Cream together:

- 1 lb. 8 oz. granulated sugar
- 1 lb. shortening
- 1½ oz. salt
- 1½ oz. soda
- 1 oz. cinnamon
- ¼ oz. nutmeg
- ¼ oz. ginger

Add:

- 1 qt. molasses

Stir in:

- 1 lb. whole eggs

Then add:

- 3 lb. good cake crumbs soaked in 5 pt. water

Sift together, add and mix in:

- 4 lb. cake flour
- 2 oz. baking powder

Then add and mix in:

- 1 lb. chopped nuts
- 2 lb. seedless raisins

Deposit into greased chop suey pans or cup cake pans and bake at about 360° F. When baked and cooled, ice if desired.

CHOCOLATE GINGER BREAD SQUARES

Cream together:

- 1 lb. 8 oz. granulated sugar
- 1 lb. 4 oz. shortening
- ¼ oz. soda
- 1 oz. salt
- ½ oz. ginger
- ½ oz. cinnamon
- ½ oz. allspice

Add gradually:

- 1 lb. 8 oz. whole eggs

Mix together and stir in:

- 1 lb. melted bitter chocolate
- 2 lb. molasses (high grade)

Sift together:

- 4 lb. cake flour
- 1½ oz. baking powder

Add this alternately with:

- 3 lb. hot water

Bake in bun pans (18x26 in.) at 360° F.

After baking and when cool, ice with plain fondant icing. Cut into squares of desired size and place a whole pecan or walnut in the center.

GINGER COOKIES (MACHINE)

Mix together on medium speed for 2 min.:

- 7 lb. 8 oz. granulated sugar
- 3 lb. shortening
- 3 oz. ginger
- 4 oz. soda
- 2½ oz. salt
- 1½ qt. molasses
- 2 lb. water
- 13 lb. pastry flour

Deposit on lightly greased pans. Bake at about 380° F. Use a little steam in the oven.

BELMONT COOKIES

Mix together on medium speed for about 2 min.:

- 1 lb. 8 oz. sugar
- 1 lb. 4 oz. shortening
- 1 oz. salt
- 3 oz. soda
- 1½ oz. cinnamon
- ½ oz. ginger
- ½ oz. allspice
- ¼ oz. cloves
- 5 lb. pastry flour
- 3 lb. 8 oz. fine ground crumbs
- 1 qt. molasses
- 2 lb. water

Roll out to about ¼ in. thickness and cut out with a 3 in. plain round cutter. Place on lightly greased pans and then place a large seeded raisin in the center. Wash with an egg wash and bake at about 375° F.

WHOLE WHEAT SPICE CAKES

Cream together:

- 1 lb. brown sugar
- 12 oz. shortening
- 1½ oz. soda
- 1 oz. salt
- ¼ oz. ginger
- ½ oz. cinnamon

Add gradually:

- 8 oz. whole eggs

Stir in:

- 1 lb. molasses
- 1 lb. 8 oz. honey

Mix together:

- 2 lb. whole wheat flour
- 2 lb. cake flour

Add this alternately with:

- 2 lb. milk

Then mix in:

- 5 lb. seedless raisins

Deposit in pans of desired size and bake at about 360° F. After baking and when cool, ice the cakes with the following icing.

Molasses Icing

Heat to 228° F.:

- 4 lb. 8 oz. sugar
 - 2 lb. milk
 - 12 oz. invert syrup or honey
- Allow this to cool.
- Then add and beat until light:**
- 9 lb. powdered sugar
 - 8 oz. butter
 - 8 oz. shortening
 - ¼ oz. salt
 - 12 oz. high grade molasses



Molasses Fancy Bread



Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

DUNWOODY ABROAD — Dr. K. Nagaraja Rao, coordinator of the division of international services of Dunwoody Industrial Institute, Minneapolis, gives this account in a current issue of Dunwoody News, of the institute's far-reaching operations:

"In keeping with the original wishes of its founder, Dunwoody Institute has welcomed during its 40 years of operation many students, teachers and educational administrators from more than 20 different countries.

"The United States Foreign Operations Administration has on the government level been assisting many friendly nations in their development programs. Experience with these programs indicated that if United States' assistance is to be effective and yield long-range benefits, training of large numbers of indigenous technicians is a prerequisite.

"This pointed to the more basic need that to train large numbers of technicians, large numbers of teachers must first be trained.

"At various times, Dunwoody Industrial Institute has been chosen by the Teacher Training unit of the U.S. Office of Education, and other United States government agencies to undertake specific training programs for nationals of other countries.

"Late in 1952 the Ford Foundation requested Dunwoody to explore possibilities of participation in a program of technical teacher training for the new Republic of Indonesia. After a preliminary study of the situation, Dunwoody consented to cooperate with the government of Indonesia in the establishment and development of the Technical Teachers Training Institute at Bandung, Java.

"The program, which is already a year and a half old, has yielded some very encouraging results. A group of seven American advisors are working in close cooperation with their Indonesian associates in making training available to prospective teachers in the Indonesian technical school system.

"At the present time, a group of six Indonesians is receiving training at Dunwoody in techniques of instruction used at the school. These teachers will return to their country and will work in conjunction with American advisors at the Technical Teachers Training Institute in Bandung.

"At this end, a new Division of International Services was opened at Dunwoody Institute with Dr. K. Nagaraja Rao as coordinator. The main purpose of this division is to backstop all programs abroad and assist foreign nationals who come for training at Dunwoody in making their program fit as closely as possible to their specific needs.

"The Ford Foundation has recently requested that Dunwoody undertake a similar program for the government of the Union of Burma. Mr. Philip S. Van Wyck, formerly a department head at Dunwoody and un-

til recently the Assistant Director of the Tacoma Vocational School will administer this project at Rangoon.

"Dunwoody is very conscious of the breadth and depth of the opportunity that is being revealed for service abroad and is deliberately trying, within the limits imposed by the founder's original wish for service to Minnesota, to assist in other countries when properly and officially welcomed."

• • •

"And they sat down to eat bread," we read of Joseph's brethren in Gen. 37:25. The early Hebrews' custom of sitting on the ground for their meals was followed by a use of seats along with the change from a nomadic to an agricultural life after the conquest of Canaan. Still later it was the fashion to recline on couches at meals.

• • •

A griddle or frying pan, used for baking in place of heated stones or sand, is named several times in the Old Testament (Lev. 2:5, 7:9; Ezek. 4:3 and I Chron. 9:31). In the last reference one of the sons of the priests was said to have "office over the things that were made in the pans."

• • •

CRUELTY TO BISCUITS — The British Cake and Biscuit Alliance, with a membership of more than 160 biscuit manufacturers, formed a "society for the prevention of cruelty to biscuits" at its first London exhibition recently. Humorous cartoons highlighted the seven deadly sins against biscuits (crackers to you):

Leaving the lid off the tin.

Leaving biscuits on a plate overnight.

Putting biscuits in the same tin with cake.

Leaving old crumbs in the tin.

Not drying the tin after washing.

Leaving biscuits in the shopping bag.

Storing the tin in a damp place.

"The public really is cruel to biscuits," the advertising manager of one of Britain's biggest manufacturers said seriously. "Biscuits which lose their freshness also lose part of their nutritive value and digestibility."

It was declared at the exhibition that if all the biscuits consumed in Britain daily were placed end to end, they would encircle the globe nearly four times.

• • •

Among the ruins of the ancient Swiss lake dwellers, and in the tombs of the ancient Egyptians round slabs of bread have been found along with parched or uncooked stores of wheat, barley and millet.

• • •

25 Years Ago:

William Regan of Regan Bros., Minneapolis, addressing the 7th annual convention of the National Association of Master Bakers, held at St. Louis, said that advancement and progress had been made in the baking trade during the year, especially in the installing of modern machinery, which he considered most important. He said that large bakeries were becoming factories, and the owners manufacturers. He was convinced that the days of careless methods and waste were rapidly disappearing, if they had not already done so. He said that he was a firm believer in the "open shop" and he deemed it his duty to urge all present individually and collectively, carefully to consider the desirability of joining their local citizens' alliances and the organization known as the Citizens' Industrial Association of America.



Charles E. Riley

HEADS FOOD FIRM — The Bes-Tex Foods Corp., with offices at 77 W. Washington St., Chicago, has announced the election of Charles E. Riley as its president. The company is manufacturing and distributing a line of ingredients for use in all types of baking products. Mr. Riley has been identified with the baking industry for more than 25 years, 15 of which were with a leading yeast company in its technical bakery service department, and more recently, has been associated with the Brollite Co., as director of its baking research department, and manager of its central division.

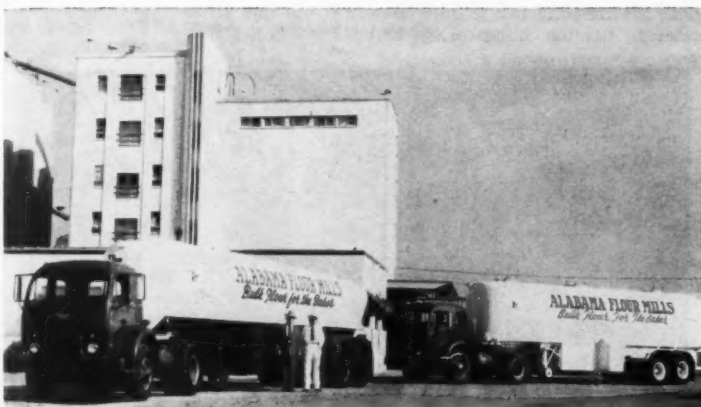
Recognized for his ability in connection with production problems on breads, cakes and sweet doughs, Mr. Riley has appeared on numerous state and national convention programs. He also served as program chairman and vice president of the American Society of Bakery Engineers.

Trends in Baking Field Forecast for AACC Unit

NEW YORK — The regular meeting of the New York section of the American Association of Cereal Chemists was held Jan. 12 at the George Washington Hotel. Harold Snyder, editor of Baking Industry magazine, addressed the group on the subject of "Trends in the Baking Industry."

Mr. Snyder cited figures showing population increases, total and per capita bread production. The trend since the turn of the century has been away from home baking to the consumption of commercially baked goods. This fact plus the population increases during the last 50 years has resulted in a continual expansion of commercial bakeries. Mr. Snyder stated that home baking has plateaued at its lowest level; therefore, bakers cannot look in that direction for sales increases.

His son of the late Albert portance of sales promotion, he said. Already many convenience foods such as frozen meat, fish, and fruit pies are being marketed by firms which formerly were not in the baking field. Mr. Snyder stressed the necessity for directing research at the consumer in order to satisfy the tastes and wants of the consumer, for the existence of the industry is in the hands of the consumer, he emphasized.



BULK FLOUR TRUCKS — Shown above are two bulk flour trucks which have been in operation in the Southeast for over six months for the Alabama Flour Mills division of the Nebraska Consolidated Mills Co. J. A. Mactier, president of the parent organization, Omaha, points out that the service has been well adapted to the southeastern situation where fairly open climate the year around permits good truck service and also the fact that many bakeries are off the railroads increases their interest in bulk delivery. The trucks above are standing in the parking area of the Alabama Flour Mills Co., Decatur, Ala. Also shown are, left, William Wright, fleet manager, and Mr. Baker, head bulk-flour driver.

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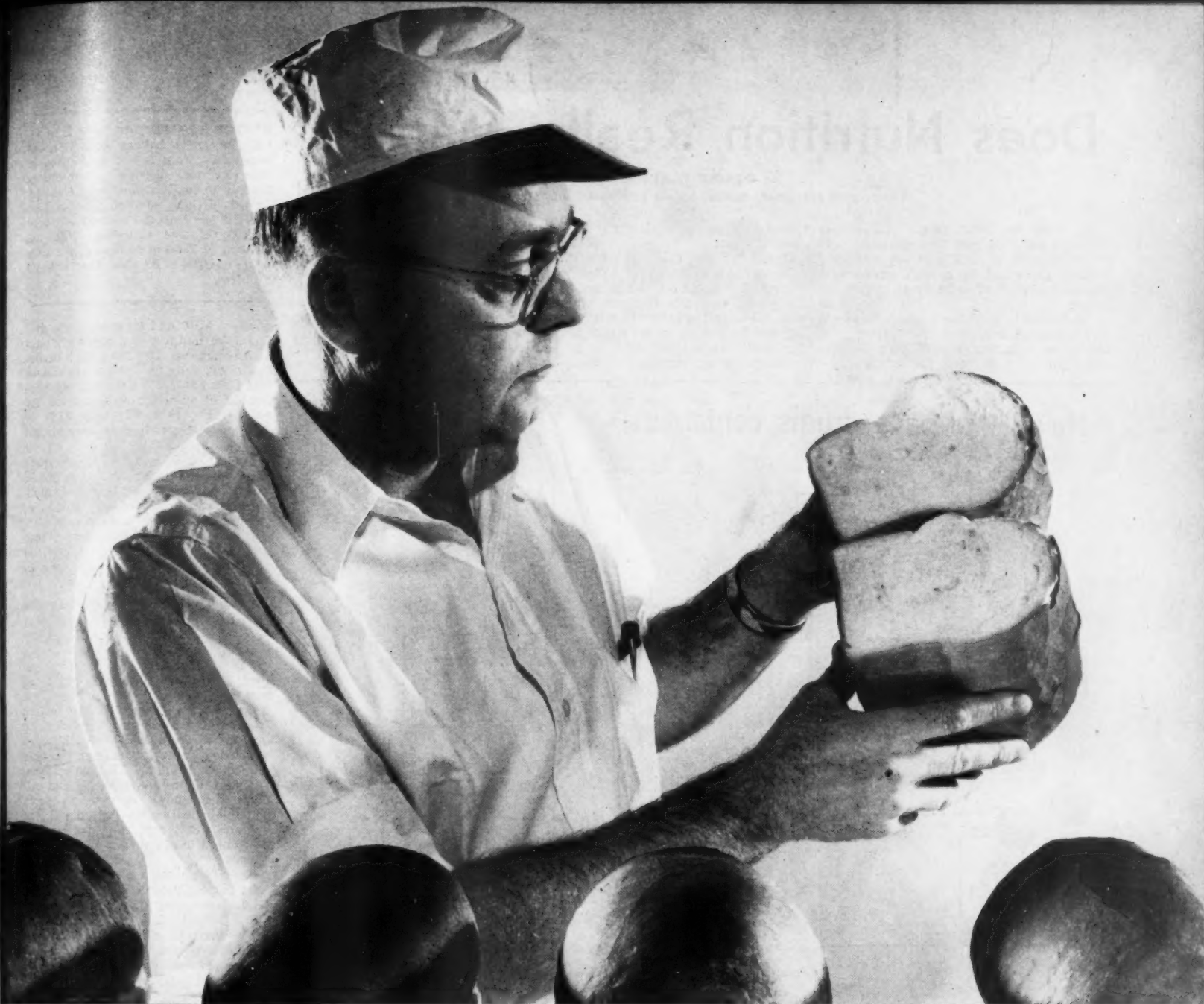
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Does Nutrition Really Matter?

By CORINE TRERICE

Director of Nutrition, Bakery Foods Foundation of Canada

So often we hear people ask—"What is nutrition good for anyway?"

One answer to this question was frankly expressed by a high school student recently, when he wrote in an exam:

"Nutrition is good for mothers before babies are born, nutrition is good for babies, nutrition is good for children, nutrition is good for adoles-

cents,—oh, yes, and nutrition is good for adultery too!"

Seriously though, in spite of an ever increasing knowledge of nutrition facts in the world today, not nearly enough emphasis is placed on the business of eating to build healthy bodies, and continuing to eat so they remain healthy throughout life.

We keep asking ourselves "Does

nutrition really matter?"—but we don't look far for an answer.

We don't even need to go outside the boundaries of our own country. In Canada there are literally thousands of people suffering from diseases or conditions directly related to poor or inadequate nutrition. Government surveys reported in 1951, that 6,057 individuals were studied, and of this

EDITOR'S NOTE: Nutrition is of vital concern to bakers as well as to consumers. That is the contention of Miss Trerice, director of nutrition, Bakery Foods Foundation of Canada. In this article, adapted from a talk she delivered at the annual fall conference of the Canadian National Council of Baking Industry, she tells why nutrition is also the baker's problem.

number 1,070 had an inadequate diet and 3,701 had only a moderately adequate diet, i.e. 18% had diet inadequate even by minimum standards, and 61% had only a moderately adequate diet by minimum standards. By subtraction, that left only 21% of the population eating as they should for good health.

A closer look at those whose diets were inadequate showed that many were underweight and that their diets were low in iron, riboflavin, thiamine, calcium, vitamin A and vitamin C.

I know just how you feel—these are still only figures and it's not too easy to think of them in terms of yourself or your family.

Nutritional Deficiencies Cause Deaths

But suppose, I next tell you that people in Canada are still actually dying from nutritional deficiencies—or, in simpler terms, lack of proper food! The latest figures (and mind you these are only the diagnosed and reported cases) showed two deaths from scurvy (vitamin C deficiency), one death from beri-beri (thiamine deficiency), two deaths from pellagra (niacin deficiency), 11 deaths from rickets (children—vitamin D and calcium deficiency), one death from osteomalacia (adults—vitamin D and calcium deficiency), and two deaths attributed to other vitamin deficiency causes.

Does it not seem incredible to you that 19 people died in Canada recently, because they didn't have enough or the right kind of foods to eat? It is hard to understand, or even visualize, as you walk through a big new supermarket or as you work in a modern bakery.

Perhaps you are still not convinced. You haven't died, and as far as you're concerned, you're not likely to—because, of course, your wife is a good cook, and she makes sure that you are well fed.

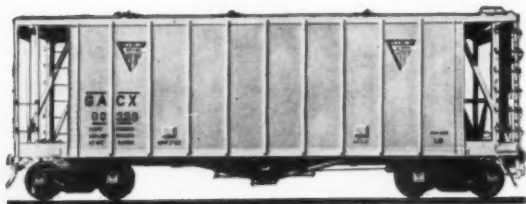
But let me ask you this. Do you ever have a cold sore? Do you ever have cracks around the corners of your mouth? Do your eyes ever get tired and sore? Does your skin ever become scaly and dry? By any chance do you ever have a stiff neck or any symptoms of allergies like sneezing, asthma, etc? If, just by chance, any of these things do happen to you, do you realize they might not have been caused by "stomach upsets," eye-strain, too much sun, a long car drive or a field of ragweed? Each of the symptoms I have mentioned can be a vitamin deficiency sign:

Cracks or lesions around the mouth may be a sign of riboflavin deficiency. Tired or sore eyes may result from a deficiency of riboflavin and/or vitamin A. Skin conditions, often resembling sunburn, may be due to a niacin deficiency. Neuritis, a stiff neck and other similar symptoms may be due to insufficient thiamine.

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The symptoms of vitamin C deficiency—and ultimately scurvy itself—resemble closely those of an allergy attack.

Enrichment Has Corrected Diets

In fact, these are some of the signs and symptoms which have disappeared, or been spectacularly reduced among the people of the U.S. and Newfoundland since the introduction of enriched flour and bread to those countries. Enrichment can help to reduce diet deficiencies in Canada, too—if we give it time.

Let us look at the picture from a different angle. About 25% of all patients in hospitals today are on a

restricted or altered diet of some sort.

I phoned three of the large hospitals in Toronto to check on their statistics.

At Toronto General, 200 out of 600 patients in public wards were on a special diet of one kind or another. Diet therapy was playing a part in the treatment of one out of three of these patients, whether they were hospitalized for medical, surgical, obstetrical, or any other reason.

At the Mount Sinai Hospital, 26%, or one out of every four patients was receiving a special diet as part of his or her treatment.

At the Toronto Western Hospital,

125 of the 600 patients, or one out of every five, was being sent a tray from the special diet kitchen. This figure did not include patients on fluid or soft diets, or those receiving extra high protein or high carbohydrate feedings, as part of post-operative therapy.

And another thought—Why are we so concerned that one fifth of the population over age 30 are overweight? Perhaps it's because we know that mortality ratios rise with increasing departure from normal weight, regardless of height or sex. Do you realize that, if you are 10% or more above your ideal weight, you



Corine Terice

are one of the one and a half million overweight Canadians who, if they stay that way, have every likelihood of dying 10 to 15 years sooner than if they maintained their normal weight?

Let's look again—Why are more and more food manufacturers talking and writing about the virtues of their products in terms of food values, nutrition and calories? I wonder if we haven't almost reached the stage where the mother or the housewife is disappointed if the label or wrapper or package on a product does not "wax eloquent" about its nutritive or health giving properties.

Facts and Fads

And then there are the food fadists and the diet enthusiasts. How have they been able to gain such a foothold among the people in all walks of life today? It is quite evident that the proponents of "faddy" eating habits and "get-thin-quick" reducing diets are taking advantage of a well-recognized fact—that the general public know and hear and read more about nutrition and diet than they did 10 or 20 years ago. Some, unfortunately, don't know enough about the scientific aspects of diet, to detect the fads and the quacks when they appear. They are only anxious to hear more about the subject of food and nutrition and to try new recipes and new diets.

Many bakers, millers and allied trades have become intensely concerned about the influence of food fads on their industries. They are particularly concerned because many doctors, when it becomes necessary to suggest loss of a few excess pounds of weight, advise their patients to eliminate bread entirely from their daily diets.

Their concern is genuine and well founded. There is a lack of knowledge of many important facts about nutrition, and, where there is knowledge, there is often a serious indifference to the need for application of the true facts to our daily lives.

Bread Is Not Fattening

Bread is not fattening—any more than radishes or peaches are fattening—if we eat enough of them. When it comes to losing weight, it's not the kind of food we eat so much as the



Photo courtesy Stark Bros. Nurseries, Louisiana, Mo.

When you take a dough at its flavor peak it produces bread that is "plum" good eating.

You hit the flavor peak in bread by controlling time, temperature and mixing.

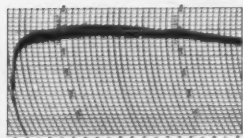
Good bakers have known for years that the natural enzymes in Wytase extend mixing tolerance. It enables them to catch the dough at its flavor peak.

FLAVORFUL WHITE BREAD

made with

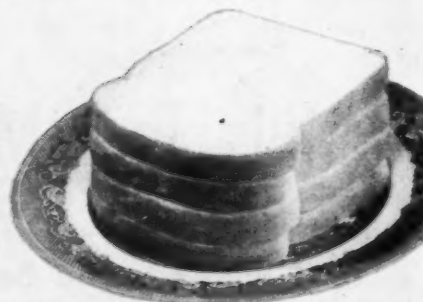
Wytase
REG. U. S. PAT. OFF. DOUGH WHITENER

WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening the dough.



WYTASE EXTENDS MIXING TOLERANCE

Farinograph charts in full size showing Wytase mixing tolerance sent on request.



J. R. SHORT MILLING COMPANY, 20 North Wacker Drive, Chicago 6, Illinois

"DIAMOND D"

A High Grade Bakers' Spring Patent Milled Under Laboratory Control from Montana Spring Wheat
Sheridan Flouring Mills, Inc.
SHERIDAN, WYOMING

Is raisin bread worth the trouble?

In San Diego, Sunbeam Bread says "Yes"...and shows how it pays off. *Here's their story:*

KENNETH B. SWANSON, Vice President and General Manager of this big San Diego bakery operation, knew he'd have problems in producing raisin bread—like changing the line to feed into his reciprocating slicer. Still he decided to give it a try—on a two days a week basis.

Swanson also decided to make a quality loaf *well above the 50% minimum raisin content*... for two reasons. He believes, first, that "people eat raisin bread because they like raisins." And, second, that "people can—and do—judge the quality of the loaf by the quantity of raisins."

Swanson soon found that he had made good decisions all around. He set and held the price at a good profit-making level... sales were substantial and steady... almost always a sell-out, so he had no problem with stales.

In fact, Sunbeam Raisin Bread went so well in the test, they have now switched from twice-a-week raisin bread production to *daily* production. And Swanson feels that his reputation for quality in raisin bread carries over and helps sell his other Sunbeam loaves.



Plant of the Snowflake Baking Company, San Diego, member of Quality Bakers of America

Is there a money-making idea here for you?

Raisin bread will probably cost you extra money to produce—about $\frac{1}{2}\text{¢}$ per loaf is average. But throughout the country raisin bread commands a 2¢ to 5¢ premium at retail. The difference is extra profit over and above what you make on standard loaves.

Figure this extra profit on good, steady volume—with a minimum of stales and most of the volume in addition to your present sales. You'll see that raisin bread *is* worth a little extra trouble.

What's more, the Raisin Industry is helping you sell raisin bread. We're advertising it in leading national magazines. And the full-color ads, along with colorful breadrack hangers—with space for your brand imprint, are available to you *free*, in quantity. Order from: California Raisin Advisory Board, P.O. Box 1963, Fresno, California.



Make your own
baking and sales
Rich with Raisins

Be Proud of Your Job,
as We Are of Ours, for

**"Bread is the
Staff of Life"**



GIBRALTAR
Flour

KANSAS BEST
Flour

The Consolidated Flour Mills Co.

"In the Heart of Kansas"
Wichita, Kansas

La Grange Flours

La Grange Flours, whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the three quarters of a century and more of their operation.

This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.

You can depend
on LA GRANGE
FLOURS

LA GRANGE MILLS
RED WING, MINNESOTA

Fisher's
THE largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 2,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.

FISHER FLOURING MILLS CO., SEATTLE, U.S.A.
Domestic and Export Millers
CLIFF H. MORRIS & CO. EASTERN REPRESENTATIVE, 25 Beaver Street, NEW YORK CITY

amount that really matters. But many people do not realize this—and they listen to, and read, the words of the uninformed and practise faithfully what they say.

In fact—it is much easier to be misinformed about nutrition and good health than it is to have the true facts.

For example—do any of you, in this room, practise any food fads? You probably answer "of course not!"

May I ask you a few questions:

Do you believe that foods cooked in aluminum utensils are poisonous and may cause cancer?

Do you believe that cheese is constipating?

Do you believe that bread and potatoes are fattening?

Do you believe that the banana-milk diet is a good way to lose weight?

Do you believe that Melba toast has fewer calories than bread?

Do you believe that honey contains fewer calories than sugar?

Do you believe that dark breads contain fewer calories than white bread?

Some of you may be a little surprised to hear some of these statements included as food fads but these are quoted from an authentic list of some 248 commonly accepted and practised food fallacies in the U.S. and Canada today. Each has been proven by scientific fact or authority to be untrue or to lack sufficient evidence of its truth to be of practical value.

So it well may be with the facts about bread and other products of your industry. Until everyone—doctors, nutritionists, teachers, bakers, members of allied trades and the lay public—is fully and accurately informed about the nutritive values of bread and other bakery foods, misinformation and food faddism will continue to be a great threat to this industry.

Conclusion

In conclusion let us ask ourselves two questions:

- 1) Does nutrition really matter?
- 2) If nutrition does matter, what does it mean to Canada's baking industry?

Our first question has been answered in the review I have cited of actual cases of nutritional deficiencies and deaths which can be traced to poor diet. As long as people are allowed to die from lack of proper food, then our interest and concern for better nutrition does matter.

Our first question "does nutrition really matter" has been answered by the statistics showing an increased use of treatment by special diet in our modern hospitals. When one-third of the total number of patients in a hospital receive special foods in measured amounts as part of their treatment, then nutrition does matter.

Furthermore, this first question "Does nutrition really matter?" is answered by the increasing interest in food and diet so evident in our advertising, in conversations with our neighbors, in popular magazines and in women's club programs. This answer is better explained when we note the concern among life insurance companies and medical men for the health hazards of the person who is overweight—now a leading health problem in our country. When we realize that overweight is largely a dietary problem, then nutrition does matter.

Our first question is also answered if we investigate fully the risks and dangers imposed on many people by the food faddists and diet mongers. You have only to know one person,

One of Your
BEST
Sources of
FLOUR...



As Near to
You as Your Telephone!

**• HOSTESS
SUPERCake**
SPECIAL CAKE FLOURS

**QUALITY
UNIFORMITY
LABORATORY CONTROL**

**THE
MENDEL MILLING CO.**
TOLEDO, OHIO

Garfield 6707 CALL COLLECT

Miner - Hillard Milling Co.
WILKES-BARRE, PA.
Manufacturers of
CORN FLOUR - CORN MEAL
CORN SPECIALTIES

HIGH GLUTEN FLOURS
For Bakers
The Morrison Milling Co.
Denton, Texas
Emphatically Independent

THE NEW CENTURY CO.
3939 So. Union Ave. Chicago 9, Ill.
Always in Market for Flour and Feed
Producers of
DRIED BREWERS' GRAINS

Quality Millers Since 1879
BUFFALO FLOUR
THE WILLIS NORTON
COMPANY
WICHITA, KANSAS

RUNCIMAN MILLING CO.
Successors to JONATHAN HALE & SONS, Inc.
MANUFACTURERS OF FINEST
MICHIGAN SOFT WHEAT FLOURS
Plain and Self-Rising
IONIA, MICH. PHONE 65
Since 1856

"RUSSELL'S BEST"
"AMERICAN SPECIAL"
Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.
RUSSELL MILLING CO., Russell, Kansas

Moore - Lowry Flour Mills Co.
Kansas City, Mo.
PRECISION-MILLED FLOURS

E. P. MITCHELL COMPANY
Flour—Corn Goods
GRAND 1554
1206 Waldheim Bldg. • Kansas City, Mo.

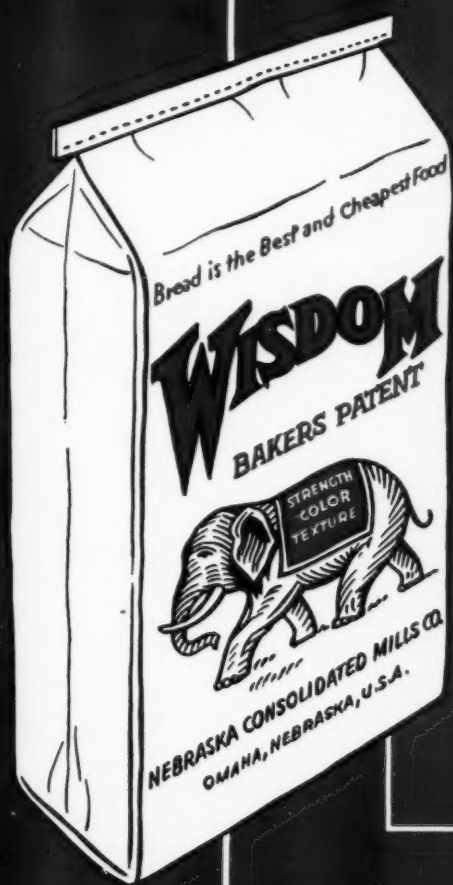
FROM *Nebraska*

HOME OF TODAY'S BEST BAKING WHEAT

COMES AMERICA'S MOST

Versatile

BAKERY FLOUR



WISDOM

Behind WISDOM'S reputation of Nebraska origin, high baking standards and laboratory control is another important factor—complete customer service. This service includes the fact that you can specify WISDOM Baker's Patent shipped sacked or by bulk car or truck. ASK US ABOUT OUR BULK DELIVERY PLAN.

NEBRASKA

Consolidated Mills Co.

General Offices — Omaha, Nebraska

NOW DELIVERING BULK FLOUR BY CAR AND TRUCK

like I do, who tried to take off 30 pounds weight in a month—because the diet booklet she bought at the corner store said it was possible. She was in serious condition at the end of her month's dieting and under her physician's care for many months before her normal health was restored.

By citing these examples I have tried to show you that every day, three times a day, whether you are well or ill, underweight or overweight, young or old—the food you eat—your nutrition—largely determines what your health and well being will be.

Our second question—"If nutrition does matter, what does it mean to Canada's baking industry?"—can be answered in one word—Everything!

Bread—A Basic Food

Yours is a food industry—a basic food industry, upon which Canada's 15 million people depend daily for one of their most basic foods! Food and nutrition can never be divorced. Bread always has been, and always will be, the Staff of Life. But, the bakers of Canada and all those who work with them, must constantly be alert to, and informed of, the newest developments in the science of nutrition, so their product can be improved or altered to meet the current dietary needs of our people.

Enrichment is a prime example of just such a development. To me—enrichment is nutrition personified. Scientific studies showed that many people needed extra amounts of certain B vitamins and iron in their daily diets. These studies also showed that extra amounts of these food nutrients would not be harmful, even to those people whose diets might already contain adequate amounts of them. Enrichment answers these needs and fulfills these requirements, and at the same time offers high quality nutrition, at low cost, to everyone.

The sooner each and every baker in Canada realizes this fact—and tells his customers about it—the sooner we will be well on our way towards better recognition and respect by the consumer, towards the downfall of the food faddists, and ultimately

towards prosperity for the industry. Yes, nutrition really does matter—to you—to me—and to Canada's entire baking industry.

—BREAD IS THE STAFF OF LIFE—

Bread Fares Well In Magazine Articles

CHICAGO—The obesity problem received considerable attention in the Jan. 7 issue of U.S. News & World Report. The issue contains interviews with Dr. Fredric J. Stare, chairman of the Department of Nutrition, Harvard University, and Dr.

Hugh M. Sinclair, director of the Laboratory of Human Nutrition, University of Oxford.

Dr. Stare says "I think bread and potatoes have certainly been maligned in weight reduction. There really is no more reason to cut out bread and potatoes than there is to cut out anything else."

Dr. Sinclair notes that his recipe for avoiding getting fat "is to eat a big breakfast, particularly protein foods such as milk and bread and other cereals."

The food study issue of Life magazine (Jan. 3) had an excellent section on lunches, with considerable

emphasis on sandwiches, the Bakers of America Program points out.

Combined with the Colliers magazine article early in December on reducing diets and very good mention of bread, and the Saturday Evening Post article on large sandwiches, the baking industry has received favorable attention in very high places in the publication field, program officials say.

—BREAD IS THE STAFF OF LIFE—

\$250,000 BAKERY IN ATLANTA

ATLANTA—Cake Masters, Inc., is erecting a new bakery at 3225 Peachtree Road, Atlanta, the entire project to cost about \$250,000. Otto

THIS MONTH AND NEXT...

Your customers will want Pineapple Upside-Down cake

We know that because—during February and March—the big magazine ad shown here will reach 23 million families—and in *full color*!

Available FREE from: Pineapple Growers Association, 215 Market Street, San Francisco 5, California

Counter Card
available in two forms:
without space for
brand imprint
(PGA-CA—9 1/4" x 7 3/4")
with space for
brand imprint
(PGA-CB—9 1/4" x 9 3/4")
Please specify form
preferred



●SIMPLEST WAY to cash in on this strongly-promoted cake: 1. Plan to make Pineapple Upside-Down a big feature in Feb.-March when customers see it advertised. 2. Bake plenty of these favorite Pineapple cakes (even "occasional" cake buyers find them hard to resist!). 3. Display them where they'll get attention—in windows, on counter tops—together with the colorful counter cards and window streamers prepared for you by the Canned Pineapple Industry.



Window Streamer (C-154)
(20" x 3")

**BIG
PROFIT
NEWS
for
BAKERS**

See pages 35-38



In all you bake use Pineapple...

Mayer, president of the firm, says that the bakery will be in operation during the early part of 1955.

—BREAD IS THE STAFF OF LIFE—

Biscuit Firm Buys Alabama Plant Facilities

BIRMINGHAM, ALA.—The Grocers Biscuit Co. has purchased a local plant from the American Bakeries Co. which is expected to double Grocers production.

J. J. Vandertoll, Louisville, Ky., executive vice president and general manager of the Grocers Biscuit oper-

ation, said the price of the property was somewhat over \$500,000. He added that \$250,000 more was spent on the plant before production got under way.

Charles Fancher, Grocers office manager in Birmingham, is being promoted to general manager of the Alabama plant. It will be operated by Bremner Biscuit Co. of Birmingham, a subsidiary of the 50-year-old Grocers Biscuit Co.

Officers of Bremner Biscuit will be the same as those of Grocers Biscuit—D. F. Bremner, president and treasurer; Mr. Vandertoll; and Mrs. D. F. Bremner, secretary.

DO YOU KNOW . . . ?



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 46 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. The flour used for making twist bread should be of a lower protein type, having good business characteristics, than flour used for round top

bread in order to produce a more tender crust and crumb.

2. The maximum amount of glycerine, based on the weight of the sugar, to use in white cakes is 5%.

3. Cellulose paper is less sensitive to changes in the weather and temperature than waxed paper.

4. It is a good idea to let the filling for pumpkin pies stand an hour or so before placing it in the shells and then baking the pies.

5. In some cake mixes we find that the soda is dissolved in the liquid, in some it is creamed with the sugar and shortening, while in others it is sifted in with the flour. The last one is the best procedure to use.

6. The object in blowing air into a cake batter during the mixing procedure is to produce cakes having a greater volume.

7. The average 9 in. two crust pie requires about 10 oz. of pie dough.

8. When an oven has quite a bit of bottom heat, causing the bread to have a dark bottom, it is a good idea to use pans having four small knobs on the bottom.

9. The average short patent bread flour contains about 58-62% starch.

10. Angelfood cakes should not require more than ½ oz. of cream of tartar or substitute per quart of egg whites.

11. From a baking standpoint there is no difference in the results obtained, in making bread when using either smooth or grainy lard.

12. Using the bread or ball test when boiling syrup for making boiled icing is very conducive to uniform results.

13. "Minute tapioca" may be used as a thickener for fruit pie filling with very good results.

14. In order to produce the best possible crumb color in white cakes the pH should be slightly below 7.

15. "Patent" flour is made by a process patented in 1910.

16. From 20 to 25% cake flour is often used in sweet doughs in order to increase the absorption of the dough.

17. The best procedure to use for thawing out frozen eggs is to place them in a warm spot in the bake shop.

18. Ammonia is sometimes recommended as the leavening agent for French doughnuts.

19. When braking white dough, corn starch is preferred over white rye flour for dusting purposes.

20. Using liberal quantities of shortening in the formula for hard rolls will slow down the tendency for the crust to become soft and rubbery in humid weather.

Wonderful way to enjoy
Nature's most refreshing flavor

PINEAPPLE

UPSIDE DOWN CAKE

So easy to make with... Canned Pineapple

This Canned Pineapple Industry ad appears in Feb. 14 Life... March issues of McCall's, Better Homes & Gardens, Woman's Home Companion, Farm Journal... and April True Story

PINEAPPLE JUICE
CANNED
TROPIC-FRESH
IS WONDERFUL
ANY TIME!

"Canned Pineapple at today's prices is one of the least costly fruits you can use."

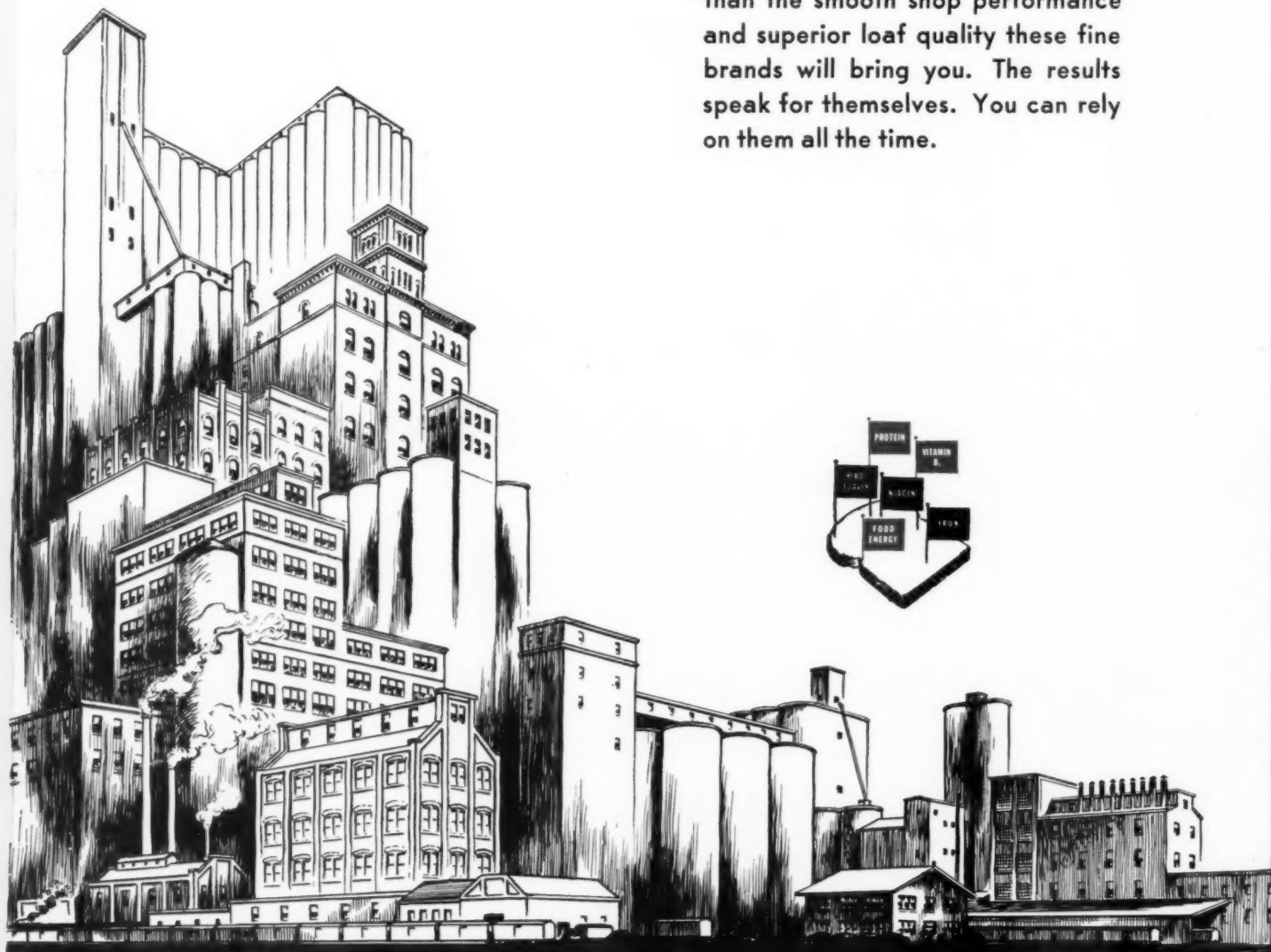
—says Baking Consultant
Monroe Boston Strause

"Golden Loaf" That's Our Brand—
The Flour with the Doubt and Trouble left out
TENNANT & HOYT COMPANY
Lake City, Minn.

...NATURE'S MOST REFRESHING FLAVOR



The superior baking values of RODNEY flours must be seen to be appreciated. We know that if you try these top-notch flours in your bakery you will never be satisfied with less than the smooth shop performance and superior loaf quality these fine brands will bring you. The results speak for themselves. You can rely on them all the time.



Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the
RODNEY MILLING COMPANY
KANSAS CITY, U. S. A.

22,000 CWTs. DAILY CAPACITY • 5,750,000 BUSHELs STORAGE

Ring the Baker's Doorbell

Joseph H. Wilkins, Jr., has been appointed vice president of Atlas Baking Co., **Richmond, Va.**, and also general manager. Mr. Wilkins has been associated with a Richmond firm of certified public accountants for the past seven years.

Charles Copeland has sold one of his bakeries at **Ada, Okla.**, to Marion Shipley of Shipley's Bakery at McAlester, Okla. Mr. Shipley took over the Ada bakery Nov. 1.

The New England Bakery, **Pawtucket, R.I.**, has received a permit to build an addition of brick, costing \$11,000.

Martin Bakery, Inc., has recently been incorporated in **San Antonio**, records in the Secretary of State's office show. Capital stock of the company was listed as \$10,000. Incorporators were James N. Martin, Lucile G. Martin and Charles C. Ruble.

Frank Koogler, engaged in the bakery trade in **Arcanum, Ohio**, for more than ten years, has sold his bakery to John Toops of Coldwater, Ohio. Mr. Toops has been engaged in the bakery business in Coldwater. Mr. Koogler plans to retire.

Willie Osburn, Oakland, Cal., industrialist and civic leader, has purchased the controlling interest in the Baroni Bakery of **Richmond, Cal.**, one of the largest French bakeries now operating in the San Francisco East Bay area. Purchase price was not disclosed.

Bakka Pastries opened its fifth Bakka Shoppe Dec. 16 at 60 West 8th St., **New York**. Specialties are continental cakes and pastries.

The Home Bakery, **North Vancouver, B.C.**, is opening a branch in **Esquimalt, B.C.** The new bakery, to cost \$100,000, will have about 70 employees.

Thirty-five years in the same location and Badowski Bakers since 1919, form the record of the Chapin Bake Shop, 720 South Chapin, **South Bend, Ind.** Walter N. Badowski has been proprietor of the shop since 1946. The anniversary was celebrated without any give-aways or special prices.

The Ungles Baking Co. of Des Moines opened a distributing branch in **Fort Dodge** Jan. 4, according to an announcement from L. A. Ungles, president of the firm. The company will headquarter in a brick building at 2831 Fifth Ave. S., and will employ seven persons. The building will serve as a distributing point for the company's bakery products to stores in Fort Dodge and the surrounding territory. Products to be distributed

from here include three types of bread marketing by the baking firm under the names of Donald Duck bread, Ol' South'n corn bread and Duncan Hines bread. The Ungles company is an Iowa organization, having operated in the state for the past 55 years. The company currently employs 135 people, operates 40 trucks and is known as one of Iowa's

largest independent bakeries. Herbert Ungles is vice president and Mike Munday is sales manager.

The new building of the **Clear Lake (Iowa) Bakery**, 20 N. 4th St., owned by Mr. and Mrs. William Burkhardt, has been completed. The old two story frame building, which

was one of the early business houses of the city, was torn down and the new one-story fireproof building replaced it. The addition, 22 by 75 ft., cost an estimated \$11,000. The second story of the sales building was completely remodeled from apartments to modern office rooms and meeting place for the salesmen.

Rainbo Baking Co.'s new plant under construction in **Albuquerque, N. M.**, will open late in April or May, according to president and manager of the company, Jack Howard. Estimated at \$600,000 including equipment, the new plant will cover an



All Ingredients In

BROSOFT

Are Accepted Under the
BREAD STANDARDS

All Vegetable
Emulsifier

(Lecithin and
Associated
Phosphatides)—

Flour—Mono and
Di-Glycerides—

Vegetable Oils
— Salt

All Brolite
Representatives Are
Trained Bakery
Technicians
And Are
At Your Service
For Shop
Demonstrations

BROSOFT is a Tenderizing Agent

with high powers of emulsification and dispersion—
resulting in activity for combining shortening
and water and other ingredients of the dough.

BROSOFT is a Proven Ingredient

Produces tenderness of crumb and crust, improves texture.
Better eating and keeping qualities. Easier machining
and make up. Smoother slicing — no gumminess.

BROSOFT is a Convenient Dry Product

Easy to handle—requires no change in shop procedures.

Valuable Ingredients for Bakers — Since 1928

BROLITE COMPANY INC.

225 Fourth Ave.
New York City 3, N. Y.

2921 S. Haskell Ave.
Dallas 10, Texas

621 Minna St.
San Francisco 1, Cal.

518 First Ave., North
Seattle 9, Wash.

686 Greenwood Avenue, N. E.
Atlanta 6, Ga.

2542 ELSTON AVENUE, CHICAGO 47, ILLINOIS

"Whitewater Flour"

Ground Where the
Best Wheat Is Grown

WHITWATER FLOUR MILLS CO.
Whitewater, Kansas

from General Mills to the Bakers of America...

General Mills-Fruehauf

a new standard of cost-cutting efficiency

The General Mills-Fruehauf Truck-A-Bin is more than just another method of bulk-handling flour.

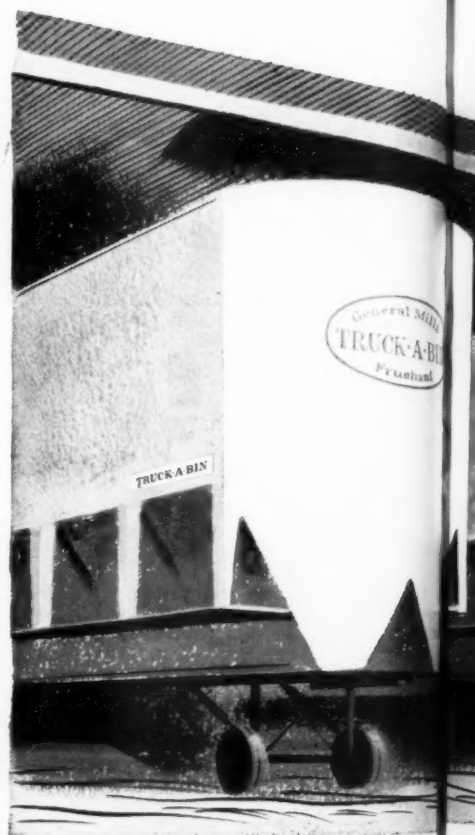
It's the answer to the problems of in-plant bulk handling of flour for many bakery establishments. For the Truck-A-Bin will now make it possible for all manufacturing bakers who are not on track siding to bulk-handle flour cheaply . . . safely . . . automatically . . . with truly remarkable saving of time, labor and capital investment.

In direct terms, the Truck-A-Bin can be called a portable flour bin—a bin that holds 250 hundredweight of flour—one-fourth the content of the average bulk freight car. One tractor can handle a fleet of Truck-A-Bins.

The Truck-A-Bin, a flour bin permanently mounted on a trailer chassis, can be pulled by any heavy-duty truck tractor. Once at the plant, the Truck-A-Bin becomes a sanitary, space-saving storage container. Two built-in screw type drop-bottom conveyors make unloading the Truck-A-Bin automatic.

Here are just some of its qualifications:

- It eliminates in-plant installation of permanent storage bins. The Truck-A-Bin itself becomes a storage unit.
- Flour can be blended during automatic unloading.
- Each Truck-A-Bin can store a different type of flour.
- Loading, transportation and storage is completely sanitary.
- The Truck-A-Bin simplifies the measurement of a running inventory.
- Only a small electric motor is needed for unloading the Truck-A-Bin unit.
- Can be quickly adapted to any off track plant.
- The Truck-A-Bin provides greater flexibility.
- Readily adaptable for transporting flour in bulk from any mill or public siding or from a flour depot.
- The Truck-A-Bin provides a low cost system of handling flour in bulk.



Because you, the baker, know what it would mean to save in cost of bags, labor and storage through handling bulk flour . . .

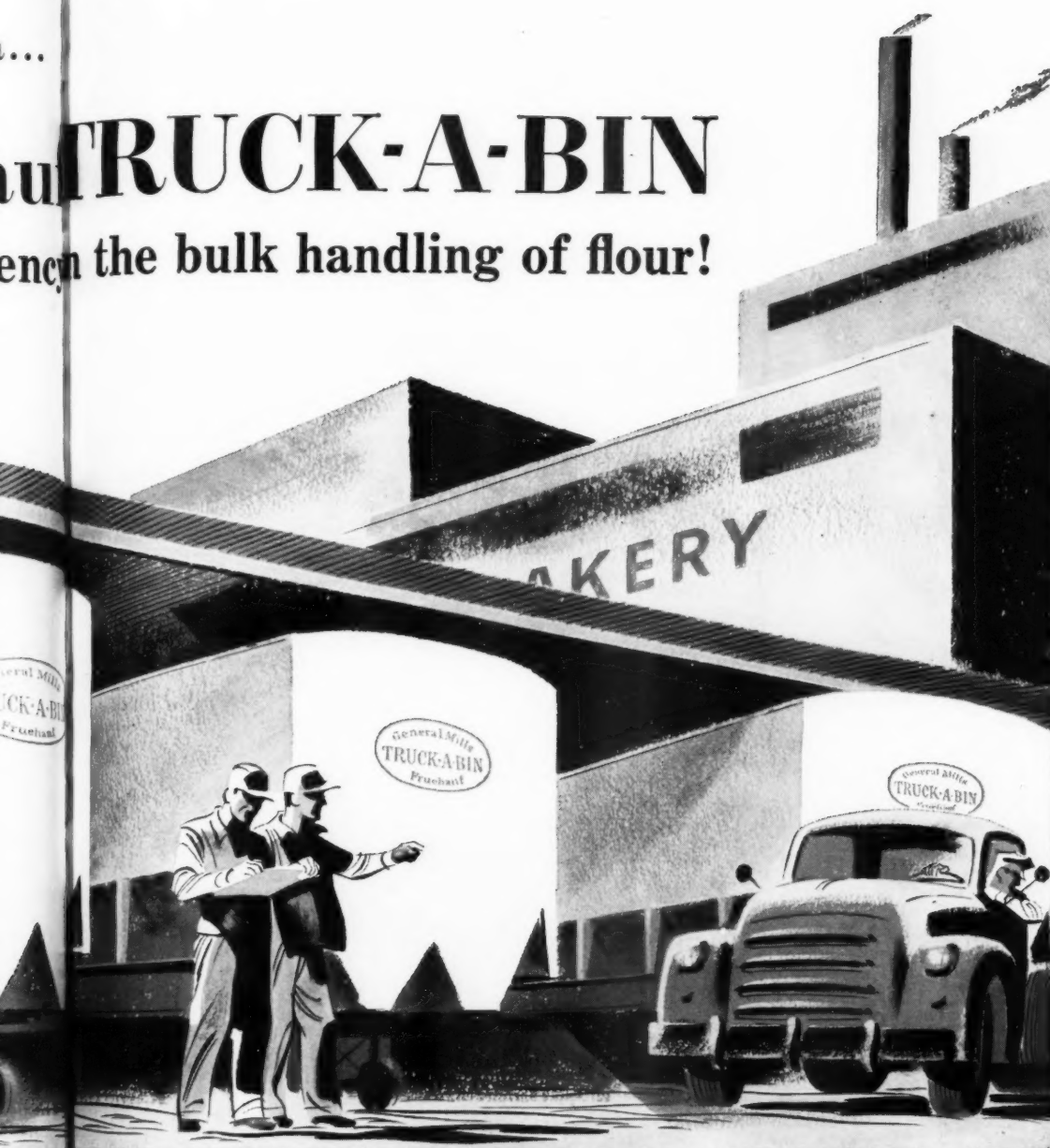
Because you know what it would mean to eliminate the need for your own permanent storage facilities . . .

Because you know how valuable it would be to handle bulk flour in just one completely automatic operation . . .

You will immediately recognize the rapid accomplishments of the General Mills-Fruehauf Truck-A-Bin. And it's designed for every manufacturing baker not on track siding!

TRUCK-A-BIN

enhance the bulk handling of flour!



The Truck-A-Bin is a development of General Mills' long time study of bulk handling of flour. In close cooperation with the Fruehauf Trailer Co., world's largest builder of trailers, the design will soon be available to the baking industry. The Fruehauf Co. will handle sale and lease arrangements of the Truck-A-Bin throughout the United States.

Like the Brown 'n Serve process, which General Mills developed and released to the baking industry over five years ago, we believe the Truck-A-Bin will find universal application throughout the industry. It's designed, you see, to meet your specific present and future needs.

We will gladly furnish information regarding the Truck-A-Bin upon request.

Please direct all inquiries regarding the Truck-A-Bin to:

General Mills

400 Second Ave. South, Minneapolis 1, Minn.,

or the

Fruehauf Trailer Co.,

10940 Harper Ave., Detroit 32, Mich.

**fine CAKES
and PASTRIES make
PLEASED CUSTOMERS**



Macaroons

One of many
quick-selling baking items
made with



Genuine* ALMOND PASTE

HEIDE MACAROON PASTE

HEIDE KERNEL PASTE

HEIDE MARSHMALLOW CAKE FILLER

HEIDE FONDANT ICING



Write for free copy of
booklet "Fancy Cake Baking"

HENRY HEIDE

INCORPORATED

New York, N. Y.

*Reg. U. S. Pat. Off.



Honored by W. E. Long Co. for Service

CHICAGO—Employees of the W. E. Long Co., who have completed ten years or more of service with the company, were honored at a special luncheon recently at the Bismarck Hotel in Chicago.

Nearly 25% of the company's personnel have been with the organization 10 years, many of them for much longer. The group as a whole represented 528 years of service. E. E. Hanson, president of the Long Company, expressed appreciation for the years of loyal service and for the contribution each has made to the progress of the organization.

Awards to the employees in the form of government bonds, varying in amount according to the actual length of service, were presented by Mr. Hanson along with a personal commendation. A response on behalf of the employees was made by Miss Ruth Wolf of the secretarial staff.

Around table clockwise are Miss Wolf, Clarence H. Yohn, J. A. Smith, vice president, Alex Meyers, Carl Borgstrand, Dorothy Russell, Walter S. Short, Keith Jones, Glenn W. Marshall, Edward Bowman, Rowland J. Clark, Edward Van Poolen, William L. Goodman, vice president, Esther Blair, Florence Rodine, Paul E. Beem, Ernest Wilson, Frank B. Leonard, Carrie Karstens, Douglas Kirk, William Luckow, Archie T. Downie, treasurer, Herbert Renner, Sadie W. Bobzin, Henry G. Mergener, secretary, E. E. Hanson, president.

acre of land and will house parking space for company trucks, offices and all baking equipment. The offices will be air-conditioned, and the interior will be mostly of glazed tile with tile floors. The exterior will be brick, with plate glass along the center front. The building is 400 ft. long and 110 ft. wide. Special features will include handling of flour by vacuums through which the flour will be transported from storage cars directly into bins in the bakery.

The Elmore (Minn.) Bakery opened recently after being out of business five months after fire. Lawrence Osberg, owner, held a grand opening to celebrate his return to business.

Mr. and Mrs. Leonard Miller have sold their Wessington Springs, S. D., bakery to their nephew, Arthur Peters, after 14 years' operation.

The Pine River (Minn.) Bakery, owned and operated by Mr. and Mrs. F. A. Knutson and son, Richard, closed recently to permit transfer of equipment to the bakery's new location in the former Recreation Parlor.

A new bakery and coffee shop has been opened in Osage, Iowa, by Mr. and Mrs. Lester Heusman. They plan to feature all varieties of baked foods.

Lloyd Pederson has leased the Hillsboro, N.D., bakery for one year to Wendall Uthke, who has been employed at the Brownie Bakery, Fargo. Mr. and Mrs. Pederson will spend the winter in California.

The Sturgeon Bay (Wis.) Bakery business has been sold by the owner, Ed Gmack, to the Knaapen bakery interests. General Manager James Knaapen and his father Joseph said both bakeries will continue to operate with no anticipated changes in personnel. The Gmacks said they have no immediate plans for the fu-

ture. The Knaapens have been in business here for over 20 years. Before that Mr. Knaapen was a baker in Algona for 16 years. His sons, James and William, are now in the business, the former a graduate of the American Institute of Baking School of Chicago.

Meier's Bakery has been moved from its old location and new equipment installed. The Darlington, Wis., bakery is now in the space formerly used by Ruppert's Grocery.

A new store, Holland Dutch Doughnuts, has been opened at 4000 S.W. Ninth St., Des Moines, by Robert Gray. The shop will specialize in doughnuts and rolls.

Paul M. Baker, Jenny Lee Bakery, McKees Rocks, Pa., has opened the sixth retail store at 423 Smithfield St., Pittsburgh downtown business section.

Papier's Bake Shop, Inc., 6180 S.W. 8th St., Miami, furnished the large birthday cake for Miracle Theater, Coral Gables, on the occasion of the sixth anniversary of its opening. The cake was cut in the theater lobby and served to patrons.

Wolfie's has opened a branch in Cleveland Plaza, Clearwater, and will bake all goods on the premises. Originally at Miami Beach, this firm operates a chain in Florida.

Arlie D. Cash has been promoted to supervisor of the Jacksonville plant of Southern Bread and Cake Co. He has been with the company for six years as salesman.

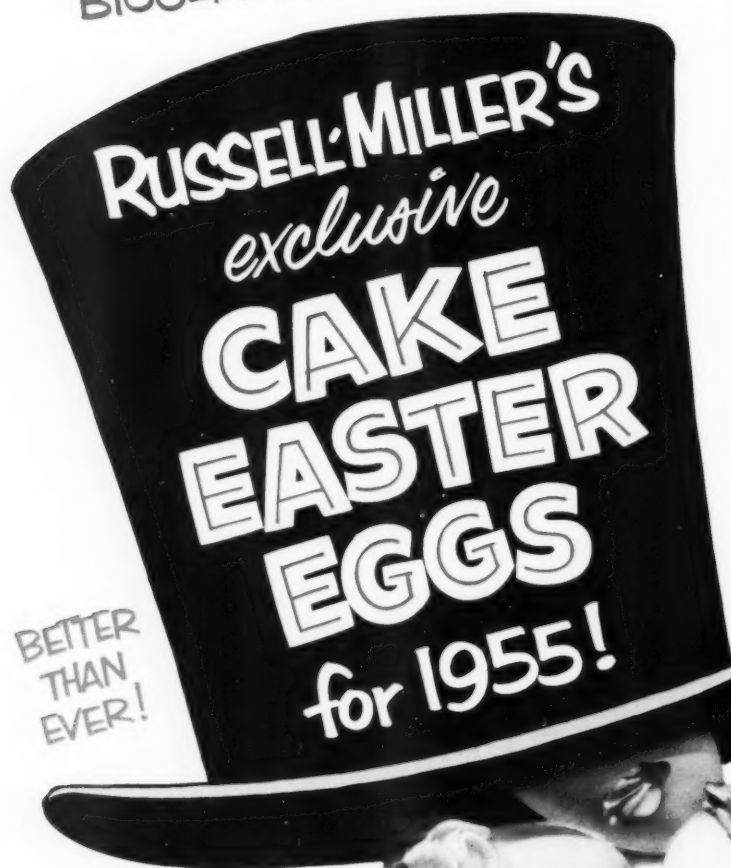
One of the most modern and automatic bakeries has just been completed in Miami for the Royal Castle, Inc. It is a part of a million dollar expansion program inaugurated by the president, W. D. Singer, and here will be baked all the pastries, ham-

Nothing
up our
sleeve for
Easter but

BIG
PROFIT
NEWS
from
RUSSELL MILLER



BIGGER THAN EVER!



BETTER
THAN
EVER!



with a sensational
COMPLETE DISPLAY
featuring this big revolving

**FERRIS
WHEEL
DISPLAY**

**HERE'S WHAT
YOU GET:**

1. **GIANT REVOLVING FERRIS WHEEL**—stands 35" high, 30" wide. Complete with motor and 8-foot electric cord. Both front and back die-cut pieces beautifully printed in 5 colors. After Easter, it can be used for other seasonal promotions on cakes, cookies, pies, etc. Trays are large enough for 8" pie or cake.
 - 2, 3, 4, 5. **WINDOW AND COUNTER CARDS**—12" x 12" printed in 5 colors.
 6. **RABBIT CUT-OUT** 14" x 22" printed in 5 colors—easel back.
 7. **BACKGROUND DISPLAY CARD**—28" x 40" double easel back—printed in 5 colors.
- PLUS**—Cake Easter Egg Formula folder... 20 cake decorating sheets.

IT'S REAL MONEY-MAKING MAGIC!

...**BECAUSE IT BRINGS** in a parade of extra business during the Easter season. That's why more and more bakers are featuring Russell-Miller's Cake Easter Eggs every year! Read all about it... see if you don't agree—this year's Cake Easter Egg Promotion is the biggest and best yet!



FREE-when you buy
AMERICAN BEAUTY
Cake flour!

EASTER EGG BASKETS
GO ROUND 'N ROUND!

OPERATES ON
AC CURRENT!

CAKE
EASTER
EGGS

Baskets not included in kit but
available at reasonable cost.

Turn the page for complete details!

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EASTER EGG CAKE

METHOD

Scale into mixing bowl, and start mixing at low speed.

Add water gradually, and mix for 5 minutes at low speed. (Scrape bowl well.)

Add eggs gradually in three equal portions. Scrape bowl well after each addition of eggs. Mix for a total of 5 minutes at low speed.

INGREDIENTS LBS. OZS.

American Beauty Cake Flour	5	
Salt	1½	
Baking powder	3	
Emulsifier shortening	3	
Fine granulated sugar	5	12
Dry milk solids	5	
Water (cold)	2	4
Vanilla	1	
Whole eggs (cold)	4	8
Total weight	21	2½

NOTE: To retain the natural round shape of large eggs, set them in a bed of fine granulated sugar when removed from pans. Use the pan mould to form oval depression in sugar bed. This oval depression will cradle the eggs while cooling.

A canvas bag with No. 7 round tube may be used for depositing batter in small egg moulds. Fill moulds ¼ full.

MAKE UP PROCEDURE

SCALE

Small eggs—
½ oz. each
Large eggs—
7 ozs. each

BAKE

360° F. Baking
time: small eggs
—25 min. Large
eggs—40 min.

HANDLING FROM OVEN

Allow to cool for about 5 minutes in pans before dumping. When cold, coat with colored frosting. Place frosted-coated eggs on screen to dry.

WATCH CAREFULLY: 1. If a feathery edge forms on eggs during baking the edge may be trimmed with a sharp knife or scissors when eggs are cold. 2. Grease pan moulds with flour-shortening mixture. One pound of soft wheat flour, and three pounds of shortening mixed well together. 3. If desired 25% of the shortening may be replaced with butter.

EASTER EGG WHITE FROSTING

METHOD

Heat until shortening and butter are thoroughly melted. Approximately 180° F.

Scale into machine mixing bowl, and start mixing at low speed. Add above hot mixture gradually, and mix until smooth. Use low speed, and keep bowl well scraped down throughout mixing period.

Add, and mix in thoroughly at low speed.

NOTE: If a thinner frosting is desired, thin down with hot simple syrup.

SIMPLE SYRUP

Bring to a boil only

INGREDIENTS LBS. OZS.

Standard shortening	1	4
Butter		4
Corn syrup	1	
Water	1	8
6X Sugar (sifted)	9	
Salt		¼
Vanilla		1
Granulated sugar	2	
Water	1	
Corn syrup	4	
Total weight	13	1¼

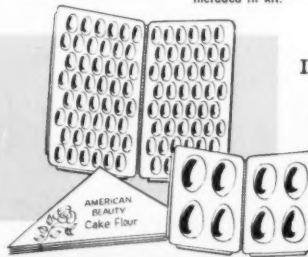
IMPORTANT: Above frosting must be used while warm. Leftover frosting may be reheated in hot water bath, and used the following day.

PROCEDURE: Submerge Easter Eggs in above frosting, and place on wire screens to dry. When dry they may be decorated as desired.

VARIATIONS: By omitting the vanilla, various flavors and colors may be added. 1. Pink color—Oil of cinnamon flavor. 2. Light blue color—Mint flavor. 3. Light green color—Oil of pistachio. 4. Red color—Cherry flavor. 5. Almond flavor may be used instead of the vanilla in the white base. 6. Orange color—Fresh orange juice flavor. 7. Lemon color—Fresh lemon juice flavor.

NOTE: Complete formulas for white, chocolate and other frosting variations are included in kit.

SPECIAL BAKING EQUIPMENT



Included in each Cake Easter Egg Kit are complete tested formula and decorating sheets. If you do not have Cake Easter Egg pans, the special molds shown here are available at reasonable extra cost.



MAIL COUPON
TODAY FOR FULL
DETAILS:

Mail to: **RUSSELL-MILLER MILLING CO.**
MINNEAPOLIS 15, MINNESOTA

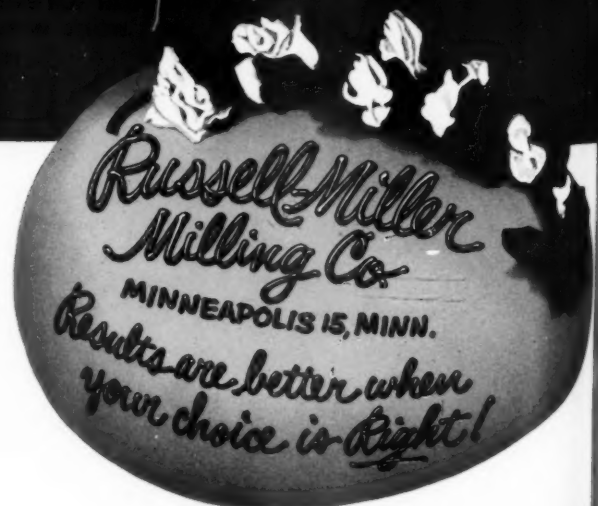
Please rush details on 1955 Cake Easter Egg Kit.

NAME _____

ADDRESS _____

CITY OR TOWN _____ STATE _____

This offer available only in the continental U.S., east of the Rocky Mountains



burger buns and doughnuts used in the 24 shops in the Greater Miami area. The doughnut department produces more than 12,000 pieces each morning, with a capacity for more than double that number if needed. In pastries, some 2,400 pieces are baked daily. Six Royal Castle trucks make two deliveries daily of the freshly baked goods, and an auxiliary delivery truck is available for quick order delivery.

The Tasty Treat Bakery of Naples, Fla., has been sold by Mr. and Mrs. A. Vernon Allen to the Alexander Baking Co. of Fort Myers. It will be managed by Harry Creed, formerly connected with large bakeries in Chicago and Los Angeles. Alexander's is one of the oldest bakeries in Florida. They have two plants in Fort Myers and one in Sebring, and operate 18 trucks.

Jack Miller has been named manager of the Daytona Beach plant of Bell Bakeries, Inc. He was formerly manager of the Fort Pierce division of the company. He assumes the position left vacant by the death of Leo Hughes.

The Star Pie and Donut Shop is a new business recently opened by Mr. and Mrs. Douglas. They are supplying the military bases in and around Panama City, Fla.

Mr. and Mrs. H. J. Flower and Glenn E. Axen are partners in a new Marie Doughnut Shop at 979 Fairbanks Ave., Orlando, Fla. The firm operates two delivery trucks, and Mr. Axen handles the wholesale business.

Weinrich's Bakery, 2428 Ponce de Leon Blvd., Coral Gables, Fla., has changed hands and is now being operated by W. S. Bowling and Irvin Weiner.

Once again the show window at Jacques Pastry Shop, Miami Beach, was awarded a prize for being outstanding among the more than 300 entered in the Christmas window contest sponsored by the Chamber of Commerce. The window, with its display of Christmas goodies and an animated Santa, was given second rank among all those entered.

A class in commercial baking for the making of basic sweet dough, pies and Danish pastry, is scheduled for an early opening at the Lindsey Hopkins Vocational School, Miami. The class covers a 60-hour period.

Mr. and Mrs. Frank Testa have opened the Anna's Pizzeria and Bread Shop in Lake Worth, Fla. The bakery will specialize in all kinds of pizza and home made bread and rolls. The Testas recently arrived in Florida from Buffalo, N.Y.

Bernard Herrin and Guy Buckner have opened a shop which they will operate as Lucy's Bakery, Boynton Beach, Fla. The owners were formerly associated with a bakery in Indiana.

The Houghton Bakery Co., 108 S. Main St., McPherson, Kansas, has been sold by Wayne Houghton to A. R. Young, Wichita, Kansas. Mr. Young has had a great deal of bakery experience. He spent 19 years in a bakery at Beatrice, Neb., at St. John, Kansas, five years and six years was

on the road for a bakery supply firm. He is being assisted by his son, Dean Young, who served as a baker in the Navy. He was in charge of the bakery department on four naval ships. Changes in the fixtures in the front of the bakery are planned in the future.

Residents of historic Cooperstown, N.Y., no longer get their bread delivered to the tune of operatic arias. "Pete the Baker" has retired. After 34 years and eight months as a bakery route man, Peter Alotta is devoting himself to his hobbies—music, raising chickens, goats and garden-

ing. Mr. Alotta's Italian tenor used to herald the arrival of his bakery truck with arias from such operas as "Il Trovatore" and "Aida." Two generations of children remember him also for his handouts of cookies and doughnuts. When asked how he balanced his book at day's end, he replied: "Add up happy faces instead of money."

Hough Bakeries recently opened its 41st unit in the new Southgate Shopping Center on Libby Road, Cleveland, Ohio. Marie Milovanovich is managing the new unit with the assistance of nine sales clerks. The

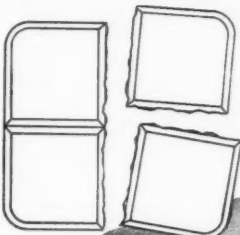
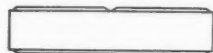
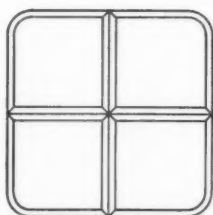
new store features a 35-ft. long plate glass window that covers one complete wall.

Approximately 3,000 attended the opening on Route 1 in Saugus, Mass., of the latest and newest unit of Dunkin' Donuts of Massachusetts. Philip Gordon, divisional manager of Dunkin' Donuts officiated at the opening of the new shop. Extra Dunkin' Donuts were given to those buying 12 or more during the opening day. The new roadside stand is of modern functional design, with an abundance of structural glass. It has a counter-bar for quick, efficient

You get these advantages

in SQUARE wafers for enrichment of bread

and rolls . . . Assured potency



Order today from
your yeast company salesman

Vitamin Division, **HOFFMANN-LA ROCHE INC.**, Nutley 10, N. J.



Quick disintegration

Super-thorough diffusion

Finer, more buoyant particles

Clean, even break in halves & quarters

Two types to enrich any white bread or rolls

TYPE A — For use with doughs containing 3% or more non-fat milk solids.

TYPE B — For use with doughs containing less than 3% non-fat milk solids.

service of coffee and donuts on the premises. Also provided are ample facilities for "take out" orders. There are now five shops on various major highways in eastern Massachusetts.

Klosterman's Plaza Bake Shop is the fourth retail outlet of 54-year-old Klosterman's French Baking Co. in Cincinnati, Ohio. The new store, modern in every respect, carries the same baked foods that its sister stores have found popular. The manager of the new outlet is Mrs. Bea Cox.

Ben Lohr has announced plans for a \$20,000 building in Houston, Texas, to house his new big doughnut shop. The building will be of brick ledge-stone and glass construction, will be completely air conditioned and will contain a coffee lounge. An unusual feature will be a huge doughnut shaped balloon suspended above the shop which will be two stories wide and six stories in height.

Roy Schnauffer of Preston has moved to Houston, Minn., to open a bakery in the Benson Bldg., called the Home Bakery.

A new bakery-restaurant, the Samovar, was opened recently in New York, specializing in Armenian specialties. Arthur Howansky is proprietor.

Hathaway Bakeries, Inc., Youngstown, Ohio, is building a two-story addition to its plant. A maintenance room will occupy the first floor; a bakeshop on the second. A new 40-pan oven has been purchased for use.

The Cushman Baking Co., Portland, Maine, has under construction a traveling store. This sales promotion idea, as well as a time-saver for the route salesman, is a traveling store designed on the same order as a bus, with windows on the side so the housewife may select her own merchandise. The new traveling store is expected to come into active use sometime very soon.

A number of changes in the personnel of the Southern Bread and Cake Co., Jacksonville, has promoted several employees to better positions. Harry H. Hutcherson has been moved from sales manager of the Jacksonville plant to plant manager. Robert W. Massey is moved from assistant sales manager to sales manager. Former route supervisor John B. Gann has been raised to the post of assistant sales manager.

W. L. Barber and W. E. King are owner-operators of the new B. & K. Bakery, 3415 Manhattan Ave., Tampa, Fla.

White's Home Bakery, for almost a quarter of a century operated by Mr. and Mrs. Charles F. White, has been closed. Since the death of Mr. White some eight years ago, the business has been carried on by Mrs. White. Now due to physical reasons she has felt compelled to close the plant in Eustis, Fla.

A business name has been filed in the Erie County clerk's office for Sperry's Bakery, 1938 Genesee St., Buffalo, N.Y., by Max Lefko.

A three-alarm fire, caused apparently by a broken gas line, burned out the Fontana-Ycre French Bakery

at San Francisco, Jan. 11. Total damage was estimated at slightly more than \$100,000, half the value of the building and the balance in stock and equipment. Four persons, including a partner in the firm, suffered injuries in the fire. They included Andy Szeghy, 37, of Burlingame, one of the bakery's owners, and three firemen. The blaze apparently started in a broken gas supply line which sent flames out the second story window and requiring 22 pieces of equipment and 88 firemen to put out.

Property of Gilt Edge Bakery Products, Inc., in Reading, Ohio, consisting of a concrete and brick plant

containing 25,000 sq. ft. of floor space and two acres of land, has been purchased by Louis C. Weisbrodt, wholesale and tobacco and cigaret vending machine dealer. Possession will be given next August, when Gilt Edge, cookie bakers, will move to another location.

Al Cates, sales manager of K. & M. Cookies, Dallas' only independent cookie manufacturer, announced the firm is introducing a new product. The item is a butterscotch pecan cookie called McKrispey.

The W. G. Shipley Baking Co.,

Inc., McAlester, Okla., has increased its capital stock from \$125,000 to \$250,000.

Leo and Genevieve Wleklinski have opened a bakery in Homestead, Fla. This will be operated as the Sunset Bakery, and is the second to be opened by the couple. The first shop is in South Miami.

Michigan Soft Wheat Flours
Plain or Self Rising
VOIGT MILLING CO.
GRAND RAPIDS, MICHIGAN

Watch for

Wheat Germ

Wheat Germ

Appearing in

Next

BROWN MILLING COMPANY

150 E. Superior Street
CHICAGO 11, ILLINOIS

Bakery Engineers Compile Extensive Index to Publications

CHICAGO—An Index to Publications of the American Society of Bakery Engineers for the 30 years of its existence, 1924-1954, has been distributed to the membership as a privilege of membership. The 125-page book covers references to practically every type of bakery production problem discussed by the organization in its annual meetings, proceedings and bulletins over the 30-year period.

There are 13,484 references alphabetically arranged by subject. Included also is a listing of the 145 bulletins by number, date and subject. A history and development of the index is included as a foreword, and also included is a brief description of the organization and use of the index. The book has been assigned Library of Congress Catalog Card Number 54-13196.

The Index was compiled and published under the direction of the index committee of the society, composed of W. Kent Perkins, Rumsey-Perkins, Inc., Chicago; Lloyd R. Wolfe, Bryo Co., Chicago, and chairman P. E. Minton, American Mo-

lasses Co., Chicago. The preparation was done by professional indexing people.

The publication of the index will make even more valuable the reference files of members who have the publications themselves in their possession as a privilege of membership, Victor E. Marx, secretary, points out.

Many libraries interested in baking have copies available for general inspection by interested parties. Any inquiries about references contained in the index may be directed to Mr. Marx, Room 1354, La Salle Wacker Bldg., 121 W. Wacker Drive, Chicago 1, Ill.



Ralph Ward

Ralph Ward to Head Southern Bakers Assn.

ATLANTA, GA.—Ralph Ward has been elected president of the Southern Bakers Association, Inc., for the year 1955.

Mr. Ward has spent his entire business career in the baking business—almost three decades of service with one company. He started with Columbia Baking Co. in Greenville, S.C., his home town, as a wrapping machine operator in the production department. He was promoted to the sales department, and then to sales manager. In 1930 he was named plant manager of the Greensboro, N.C. operation, and when an opening became available he returned to his home town as manager of the Greenville plant.

Mr. Ward was transferred to Atlanta in 1937 as manager of the Atlanta plant. He went successively to supervising manager of the Columbia plants in the Carolinas and Virginia, to general manager of the entire operation, to vice president of his company in 1953, and to executive vice president in 1954.

In November, 1954, Mr. Ward's lifetime ambition became a realization. He purchased the Merchants Holsum Bakery, Inc., Norfolk, Va., a modern, streamlined plant operating 20 wholesale routes.

Mr. Ward is a past president of the Atlanta Bakers Club, a member of the American Bakers Assn., a member of the American Society of Bakery Engineers, and a long-time member of SBA, with several terms of service as a member of the board of governors.

Mr. and Mrs. Ward have purchased a home in Norfolk.

—BREAD IS THE STAFF OF LIFE—

STARCH FIRM APPOINTMENT

NEW YORK—E. W. Bousquet, National's Plainfield, N.J. supervisor of polyvinyl emulsion operations, has been selected as plant superintendent for the new Meredosia, Ill., plant, A. A. Halden, executive vice president of National Starch Products, Inc., has announced. Mr. Bousquet joined National after graduating from Rensselaer Polytechnic Institute.

The Williams Bros. Co.

Merchant Millers KENT, OHIO, U. S. A.
Specialists Ohio Winter Wheat Flour
All our wheat is grown on "Western Reserve" and bought from the growers at elevators we own and operate.

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ANY MILLERS OF WHEAT GERM FLOUR

Edgar F. Carlock
1524 South Blvd.
Evanston, Ill.
Ph. CEntrol 6-1555

L. R. Dooley & Co.
23 E. 26th Street
New York, N.Y.
Murray Hill 3-7785

H. C. Elliott
614 W. Washington
Morris, Ill.
Ph. Morris 57

Wisconsin Production Men Discuss Ferment Process

MILWAUKEE — The members of the Wisconsin Production Mens Club held their monthly meeting Jan. 10 at "The Villard" in Milwaukee. President Eric Milisch, Jaeger Baking Co., Milwaukee, presided at the meeting.

Joe Meyer, Bowman Dairy Co., Chicago, spoke on the stable ferment process of bread baking, which was followed by a question and answer period.

Fred H. Laufenburg, secretary of the Wisconsin Bakers Assn., informed

the club of legislation pending concerning an 8-oz. loaf of bread to be added to the weight law for Wisconsin. A lively pro and con discussion by the club members then followed on this subject.

—BREAD IS THE STAFF OF LIFE—

American Bakers Assn. Issues Progress Report

CHICAGO—Annual reports of officers and committee chairmen of the American Bakers Assn. have been mailed to all members in a printed "Progress Report."

The brochure contains the reports,

made at the 1954 ABA convention held in Chicago last October, of chairman Lewis G. Graeves, president E. E. Kelley, Jr., treasurer William Clemens, secretary Harold Fiedler, and chairmen of ABA standing committees.

The book also contains the reports of the American Institute of Baking and various divisions of the Bakers of America Program.

Mr. Graeves explained that the presentation in printed form had been decided upon due to the fact that the association now has more committees functioning and time at the convention for the various re-



HOLLYWOOD TOUCH — Marking the recent opening of the latest addition to the Davidson Bakeries chain in Chicago, Robert Clary, French singing star of "New Faces," presented a large cheesecake to Melodi Lowell, named "Miss Cheesecake." Sam Davidson, president of the firm, announced that the new store, the chain's 12th bakery, is located at 52 W. Washington St., Chicago.

ports has been reduced. All reports were presented before the board of governors, but oral presentation of the committee reports was eliminated from the convention program in 1954.

—BREAD IS THE STAFF OF LIFE—

Borden Adds to Staff Of Industrial Division

NEW YORK — Ralph L. Spencer and Byron L. Mead have been added to the sales and service staff of the Borden Food Products Co.'s industrial products department. They will be responsible for the southeastern and central territories, respectively, specializing in the sale of Borden products to the baking industry.

Mr. Spencer, a resident of Nashville, Tenn., will cover a southeastern area composed of Georgia, Florida, Alabama, Louisiana and Mississippi. He will make his headquarters in Atlanta, Ga. Mr. Mead, whose home is in Fort Smith, Ark., will cover the Kansas City and Memphis regions plus the states of Kansas, Oklahoma and Arkansas.

Borden products for the baking industry include spray-dried whole milk, mince meat, malted milk, instant mix for hot chocolate, spray dried non-fat dry milk solids, orange and lemon powders, condensed milk and similar items.

STORY OF BREAD

The story of bread, said to be "as simple and complex as the human personality," is told by Silas Spitzer in the February issue of Holiday magazine. Mr. Spitzer says the story of bread began with the earliest records of the human family when crushed grains of wheat and barley were baked on hot stones in the ashes of an open fire. He traces the many crumbs of bread that are scattered through all the pages of history and concludes that bread is still the world's staff of life. He writes of all the different types of bread in the world today and recalls, with nostalgia, the smell of home-made bread baking in his mother's kitchen.



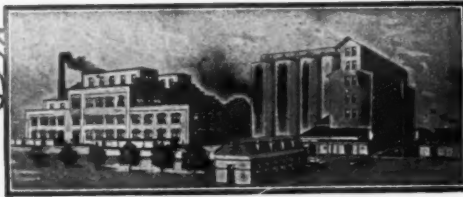
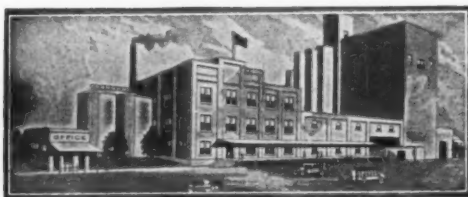
FLOUR FOR PERFECT BAKING



ANOTHER GREAT FLOUR

TOP QUALITY wheat may get even scarcer as this year's crop takes refuge in the higher 1955 loan. That's when a baker really appreciates the guarantee of HUNTER flour quality. It is a realistic guarantee of ownership of sufficient mill wheat storage space for practically a year's operations. There's no quality hazard here.

THE HUNTER MILLING CO.
WELLINGTON, KANSAS



ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY

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PIKES PEAK BAKERY FLOURS

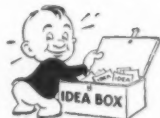
Peak Performance
BACKED BY
Superior Service



The COLORADO MILLING & ELEVATOR COMPANY
General Offices: DENVER, COLORADO

Hagerman Peak
and Snowmass Lake...
Colorado Rockies

Worth Looking Into

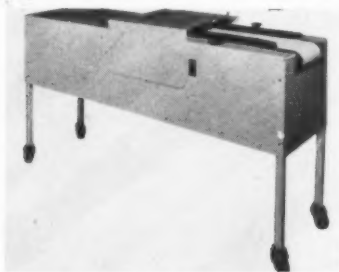


New Products New Services New Literature

This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.

No. 3666—Roll Slicer

The Alto Corp., manufacturer of Alto roll slicing machines, announces its newest model, the Midale slicer. Designed specifically for bakeries with a small roll production, this machine slices cluster or individual



rolls fast enough for any standard wrapping machine to handle, a company announcement states. It will slice clusters of four, six, eight or 12 sandwich rolls, and the new end-to-end tandem clusters of four wiener rolls from the outside. The machine also slices individual rolls. It is 5 ft. long, 18 in. wide, and 32 in. high. It

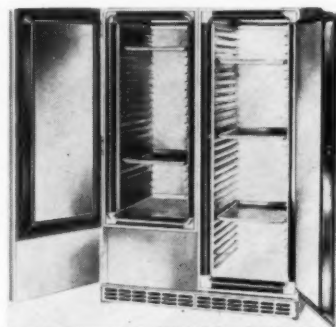
has a $\frac{3}{4}$ h.p. motor and operates on 110 volts, single phase. The shipping weight is 250 lb. To secure more details check No. 3666 on the coupon and drop it in the mail.

No. 3673—Rust Remover

A new non-toxic rust remover, in powder form, is being produced by the By-Buk Co. Transportation and handling costs are reduced considerably by adding the water at destination, company spokesmen said. They added: "The strength of the resulting liquid rust remover can be controlled to meet any derusting or corrosion removing requirement for ferrous or non-ferrous metals. It is non-toxic, non obnoxious, non-flammable, leaves no alkalis and requires no neutralizer. It leaves the derusted surfaces metallically clean with a thin rust-resistant coat, ready—with no other treatment—to form a perfect bond for paints, nickel or chromium plating, galvanizing and other protective coatings." To secure more complete details check No. 3673 on the coupon and drop it in the mail.

No. 3668—Refrigerator

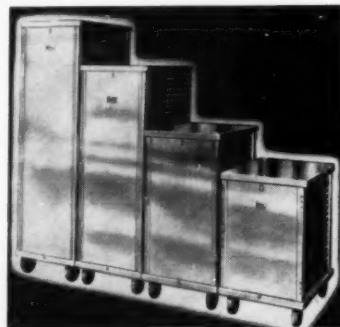
New features of the Sta-Kold model RDA-40-S dough retarder-salad refrigerator, manufactured by Victory Metal Manufacturing Corp., features interchangeable interiors that are adjustable on 1 in. centers to take any or any combination of bakers pan slides, stationary or pull-out meat rails, stationary or pullout shelves and biological drawers. This



refrigerator is 100% all-metal construction and has a sanitary wipe-out bottom. Other features are: Built-in cylinder locks and heavy die-cast handles on all doors; capacity, 40 cu. ft.; tray capacity equipped with 53 sets of slides; adjustable on 1 in. increments; two doors; finish—front: No. 4 polish 20 gauge stainless steel; top, sides, back, and interior of corrosion-resistant aluminum; $\frac{1}{2}$ h.p. hermetically sealer unit; width 50 $\frac{1}{2}$ in., depth 33 $\frac{1}{2}$ in. (exclusive of hardware), height 72 $\frac{1}{2}$ in. For more complete details check No. 3668 on the coupon and mail it.

No. 3671—Cabinets

Crescent Metal Products, Inc., announces the introduction of the Crescent Hi-Tensile line utility cabinets constructed of hard aircraft-type aluminum. Designed for the food, bakery, supermarket and general retail service field, these cabinets are mounted on Neoprene rubber casters to permit transfer of food or other



items within a building, or, to allow truck delivery of baked goods. The corrugated sides support a standard pan and permit optional pan spacing. Cabinets are also available with an angle-ledge, stationary type pan support. Other features include a new type, one panel door for sanitation; a one-piece heavy duty aluminum top; and a new door lock. Secure additional information by checking No. 3671 on the coupon and mailing it.

No. 3669—Pan Coating

Conrad Associates has announced the development of a new product, called Poly Bake, a liquid pan coating manufactured expressly for the de-panning of bread and rolls. It is

manufactured in two types: White label, made with USP white oil and vegetable oils; and yellow label, a pure vegetable product. Poly Bake, according to the company, will: "Produce three or more bakes with one application when used on unglazed pans; double the number of releases from glazed pans when lubricated two or three times a week; never clog nozzles on automatic spraying equipment; permit lower pressure to be used on spraying or brush equipment; not form carbonization in baking pans; leave pans clean and ready for immediate reuse; contain no animal fats, therefore cannot turn rancid; meet with all state and federal pure food laws; and require no heating before application. Further information may be secured by checking No. 3669 on the coupon and dropping it in the mail.

No. 3674—Safety Program

A new specialized safety program, designed specifically to help the small business owner prevent worker accidents, has just been announced by the American Mutual Liability Insurance Company of Boston. Entitled, "Production Without Accidents," this program consists of a mail accident prevention service which places in the hands of the small business operator a continuing complete step-by-step program to help his workers stay free from on-the-job accidents. Made up of 14 chapters which are presented in 10 separate booklets, the program has special application for companies employing less than 100 persons. To insure retention of all booklets as a complete text on accident prevention, each chapter has been punched for insertion in a binder. This material is also being published as a cloth bound volume. To secure more information check No. 3674 on the coupon and mail it.

No. 3675—Directory

The Packaging Machinery Manufacturers Institute announces the publication of a new directory covering makers of all types of packaging machinery. The directory is leather covered and in loose-leaf form so that it can be kept up-to-date as new information is issued. It is divided into three sections. One section lists the trade names of equipment and names of the manufacturers, another lists the kind of equipment available and the names of the manufacturers and a third section, alphabetically arranged, gives names and addresses of the machinery makers and complete information on the machines each one makes. The directory sells for \$10 and may be obtained by writing the Packaging Machinery Manufacturers Institute, 342 Madison Ave. New York 17, N.Y.

No. 3667—Fork Truck

A new stand-up fork truck is being manufactured by the Market Forge Co. This truck allows the use of two batteries placed on either side of the operator. A simple foot switch with two speeds forward and two speeds reverse and equipped with a dead-man brake, gives one-foot control operation and automatic braking when the unit is unattended. Forward and reverse are controlled by a direction switch which is hand operated and mounted conveniently near the steering wheel. The truck measures 42 in. in width and 58 $\frac{1}{2}$ in. in length, not including forks, and has

Send me information on the items marked:

- | | |
|---|---|
| <input type="checkbox"/> No. 3660—Bin Indicator | <input type="checkbox"/> No. 3671—Cabinets |
| <input type="checkbox"/> No. 3665—Formula Bulletin | <input type="checkbox"/> No. 3672—Food Mixer |
| <input type="checkbox"/> No. 3666—Roll Slicer | <input type="checkbox"/> No. 3673—Rust Remover |
| <input type="checkbox"/> No. 3667—Fork Truck | <input type="checkbox"/> No. 3674—Safety Program |
| <input type="checkbox"/> No. 3668—Refrigerator | <input type="checkbox"/> No. 3675—Directory |
| <input type="checkbox"/> No. 3669—Pan Coating | <input type="checkbox"/> No. 3676—Containers, Pan |
| <input type="checkbox"/> No. 3670—Packaging Portfolio | <input type="checkbox"/> No. 3677—Carton Manual |

Others (list numbers)

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COMPANY

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a turning radius of 52 in. To secure more complete details check No. 3667 on the coupon and mail it.

No. 3670—Packaging Portfolio

"How to Pack It"—a packaging portfolio published by Hinde & Dauch, has recently been published. It describes and illustrates 12 different styles and more than 70 types of corrugated boxes for a variety of products. Shelf and counter, display, luggage style, "prepaks," Duplex (combination shipping and display) and a new "Hevi-Duty" box for high density products are but a few of the boxes included in the portfolio. In addition, descriptive copy for each box suggests proper methods of sealing, packing, and displaying. Copies of the portfolio may be obtained by checking No. 3670 on the coupon and mailing it.

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No. 3665—Formula Bulletin

A bulletin on the new concentrate formula of the ADMI stable ferment process has been issued by the American Dry Milk Institute. In addition to the formula, this publication gives the procedure for setting the ferment, preparation of the dough, formula for the dough and stability of the ferment. Equipment requirements are also discussed, as well as simple but vital sanitation requirements. A copy of the bulletin, 103D, may be obtained by checking No. 3665 on the coupon and mailing it.

No. 3676—Containers, Pans

Weinman Brothers, Inc., has published new literature on its aluminum foil containers and pans and transparent plastic packaging. One folder describes the use of aluminum foil containers and pans for baked products and frozen foods. The folder describes these products as having a "sturdy, curled edge" and "made of pure aluminum throughout; easy to heat; easy to freeze." These containers are said to be re-usable by the customer. A second folder illustrates the company's various designs of transparent plastic packaging, including boxes, displays and cans. The folder explains how samples and a complete catalog may be obtained. To secure this literature, check No. 3676 on the coupon and drop it in the mail.

No. 3672—Food Mixer

The Univex bench type 22-qt. food mixer, product of Universal Industries, has been awarded the Associated Industries of Massachusetts cer-

tificate of honorable mention for new and improved products of distinction manufactured in Massachusetts during the past two years. The mixer was selected from among more than 300 entries for mention as an outstanding example of new product development and improvement by Massachusetts manufacturers. It was cited for its precision manufacture, its easy handling and its versatility. To secure more details on this product check No. 3672 on the coupon and mail it.

No. 3677—Carton Manual

The Folding Paper Box Association of America has announced the release of a revised edition of its industry manual, "The Folding Carton." The booklet consists of 56 pages devoted to the history and manufacturing of the folding paper carton. Profusely illustrated, the book combines a complete graphic review of the industry for the casual reader and a detailed step-by-step treatise for the technical worker. The complete boxmaking operation is de-

scribed. The manual is available to non-members of the association at \$1.25 per copy by writing the Folding Paper Box Association of America at 337 West Madison St., Chicago 6, Ill.

No. 3660—Bin Indicator

A new model Bin-Dicator bin level indicator incorporating a built-in bull's-eye signal light for use in installations requiring a signal which can be readily seen by an operator, is announced by the Bin-Dicator Co. The new model has been designated model "AL" special Bin-Dicator and is said to be complete, visual signal system in one package. It comes assembled and ready for connection. To secure more complete details check No. 3660 on the coupon and mail it.

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ANSWERS TO "DO YOU KNOW?"

Questions on Page 29

1. **True.** Flours generally used for round top bread seem to produce increased toughness in the crust and crumb which is objectionable.

2. **True.** If more than 5% is used the inside of the cakes are apt to have a slight brown cast near the crust. The volume of the cakes is also slightly reduced.

3. **False.** Cellulose is more sensitive. Therefore wrapping machine operators should be instructed to give a tight wrap in the summer and a loose wrap in the winter. This type of paper contracts quite a bit in cold weather and expands in warm weather.

4. **True.** Allowing the filling to set for an hour or longer gives the pumpkin a chance to re-absorb some of the moisture it may have lost during the canning process.

5. **False.** Sifting the soda in with the flour is very apt to produce tunnels in the cakes due to undissolved soda particles. Soda dissolves rather slowly and it may be added in the

liquid if it is thoroughly dissolved. However, if the liquid is acid, such as buttermilk or sour milk, it may start to re-act and produce carbon dioxide gas before it goes into the batter. This may cause a slight decrease in the volume of the baked cakes. In our opinion, the best procedure is to cream the soda with the sugar and shortening.

6. **False.** The reason for blowing air into cake batters during the mixing period is to decrease the mixing time and thereby increase the man-hour production.

7. **True.** It has been our experience that 10 oz. of dough is just about the

correct amount to figure for each pie.

8. **True.** These knobs keep the bottom of the pans just slightly from the hearth and away from the strong bottom heat thereby eliminating or decreasing the darkness of the bottom crust.

9. **False.** It will contain about 68-72% starch.

10. **True.** Experiments have shown that $\frac{1}{2}$ oz. cream of tartar or substitute per quart of egg whites produces the best results. When more than this amount is used, the cakes will have a sour sharp taste, which is objectionable.

11. **True.** Some bakers prefer a grainy lard for bread doughs as they are of the opinion that it mixes in better. We have never been able to find any difference in the finished bread. In manufacturing lard, when it is placed in containers and cooled rapidly, it will be smooth. A grainy lard is produced by slow cooling.

12. **False.** The bread or ball stage test requires a considerable amount of experience. A good thermometer is much more conducive to uniform results than the above tests.

13. **True.** From $2\frac{1}{2}$ oz. to 4 oz. of the type of tapioca should be used for each No. 10 can of fruit. The amount to use is variable, depending upon the consistency of the fruit. The tapioca should be mixed with the sugar, salt, etc., and then mixed with the fruit and allowed to stand for at least one hour. It is not necessary to cook the filling before it is placed in the pie shells.

14. **True.** On the pH scale 7 is neutral. Below 7 is acid, above 7 is alkaline. When the pH of the cakes is above 7 the crumb color will be on the gray side rather than white. For that reason some cream of tartar is quite often used in the formula in conjunction with baking powder.

15. **False.** The process was patented about 1870. This process removed bran particles from the flour by the use of a blast of air.

16. **False.** It does not increase the absorption but lowers it. Cake flour is used in order to produce a more tender eating product.

17. **False.** The best procedure is to place the containers in a tank in cold running water. It will take about nine hours for a 30 lb. can to thaw out completely. They should be thoroughly stirred before being used as during the freezing process part of the moisture is separated from the solids.

18. **False.** Ammonia is not recommended as it has a tendency to darken the frying fat.

19. **True.** White rye flour seems to have a slight darkening effect. Some bakers prefer starch over white flour claiming that there is less stickiness at the brake.

20. **True.** About 8% shortening, based on the weight of the flour is recommended. The best procedure is to make the rolls as near to the time possible when they are to be served. The sales department should educate the purchaser of this type of product to re-heat the rolls just before serving them.

—BREAD IS THE STAFF OF LIFE— WARD COMPLETES EXPANSION

ST. LOUIS — An expansion program adding 125,000 sq. ft. of space to facilities of the Ward Baking Co. in St. Louis has been completed. The firm remodeled a structure at 4500 Parkview Place, adjoining its former headquarters at 4510 Parkview Place. Production will also continue at the latter plant.



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And the Montana Flour Mills specialize in milling this extraordinary wheat into flour that meets the exact specifications of leading bakers throughout these entire United States. Not only do they have access to this finest of wheat grown in this country, but they are experienced in producing the finest flours from this wheat, with the aid of modern laboratories.

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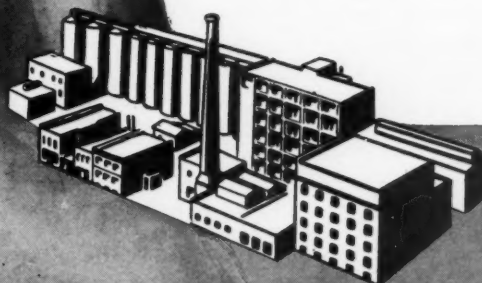
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Stable or Slightly Lower Food Prices Predicted for 1955

NEW YORK—Food prices will remain stable in 1955 or be slightly lower over-all for the same foods, John A. Logan, president of the National Association of Food Chains, said recently, adding that naturally prices of most foods depend on farm prices.

"Some farm prices may be up slightly, some down, but overall the level should remain about the same for the coming year. Competition, which influences retail prices, is expected to be even more keen in 1955, so consumers can look forward to good values," he said.

Prices now are down about 5 per cent from their 1952 peak, take-home pay is at a record level, and "people are eating better for less," he emphasized.

The American people spent more on food in 1954 than in any previous year, Paul S. Willis, president of the Grocery Manufacturers of America, said in an interview on the "It's YOUR Business!" radio program sponsored by the National Association of Manufacturers.

Mr. Willis said that Americans spent \$64 billion for food last year or four times the \$16 billion spent in 1939. In the coming year, he said, "we look for the industry to grow still bigger and better."

Food prices are affected greatly by taxes and about \$1 out of every \$5 a housewife spends on food goes for taxes of one kind or another, Mr. Willis said.

Actually, Americans today are spending far more on taxes than on food, although as recently as 1939 the reverse was true, he said, explaining that in 1954 the tax bill was about \$85 billion compared to \$64 billion for food, whereas in 1939 taxes took only \$12½ billion and \$16 billion went for food.

During the round-table discussion, conducted by Kenneth R. Miller, senior vice president of the NAM, Mr. Logan revealed that a recent survey of NAFC members showed that all of the companies queried plan to build new supermarkets this year.

"Even more significant," he said, "is that over half of them plan to open new warehouses."

The food industry can keep up with America's tremendous growth, Mr. Willis emphasized.

"Agriculture has learned to grow more per acre," he said, and "through research we have been able to find many new uses for farm crops. For example, a profitable market has been developed for soybeans and more than 500 uses have been developed for corn."

"With 6,400 research scientists and technicians at work in food processors' laboratories many new products and new uses for farm crops are being found every day. We are confident they will continue to come up with new and startling discoveries to keep the industry abreast of the country's growth."

—BREAD IS THE STAFF OF LIFE—

COOKIE FIRM'S NAME CHANGED

WILLMAR, MINN.—The Willmar Cookie Co. is the new name of the former Swanson Baking Co., located in Willmar, Minn. The firm recently held a promotion meeting with over a score of distributors being in attendance.

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AIB Scholarship Program Enters Fourth Year

CHICAGO—Four scholarships have been awarded to students at the American Institute of Baking for the class beginning Jan. 31. The scholarships, which are supported by individual firms, foundations, or memorial funds, were first offered in 1952. Twenty-two students received grants in the first three years of the program. In addition, the St. Louis Production Club and the AIB Alumni Association each awarded a scholarship in 1954.

Of the four students who won awards for Class 67, only two have had commercial baking experience. One of the objectives of the program is to attract into the industry intelligent and ambitious young men who might otherwise be unaware of the opportunities in this field.

Students who received study grants for Class 67 are: Raymond E. Gehrke, Genesee, Idaho (Standard Brands scholarship); Frank H. Kleschen, Jr., Rockford, Ill. (Ekco Foundation scholarship); Ralph M. J. Morrison, Kirkland, Wash. (Joe Lowe Foundation scholarship); and Edmund E.

Stanger, Fresno, Cal. (C. A. Swanson & Sons scholarship).

Mr. Morrison and Mr. Stanger are currently employed in bakeries. Both were recommended to the institute because of their intense interest in the technical aspects of baking. Mr. Gehrke made his career choice while serving with the U.S. Marine Corps, where he was assigned to bakery duties. Family tradition prompted Mr. Kleschen to enroll in the institute school. His father is a bakery owner, and has spent almost 50 years in the industry. The son, a December graduate of Northwestern University,

where he majored in English, plans to follow his institute training with some practical experience before purchasing an established bakery.

An additional five scholarships are available for the August course in Baking Science and Technology. The grants cover tuition and an allowance toward living expenses. Inquiries are invited, and should be addressed to the registrar, American Institute School of Baking, 400 E. Ontario St., Chicago 11, Ill.

—BREAD IS THE STAFF OF LIFE—

Baking Holds Promise, AIB Graduates Told

CHICAGO—Faith and courage are the primary essentials for baking pioneers, said Louis E. Caster to graduating students at the American Institute of Baking recently. In his commencement address, the institute's board chairman said that baking is one of the few businesses in which a modest capital investment can produce success within a few years. As an example, he named a concern which had the courage to offer a high quality product at a price well above the standard, and faith that it would find a market of consumers willing to pay the high price to obtain the quality. This firm's products now are distributed throughout much of the U.S., he said.

Other speakers also emphasized quality as an essential to success. William Walmsley, principal emeritus of the School of Baking, told the graduates that quality is an attribute not only of products, but also of loyalty to one's organization, conduct in community and personal affairs, and of the progress and reputation of the entire industry.

Students who achieved first and second place standing in the twenty week course were: Jasper Rossetto, winner of the St. Louis Production Club scholarship, first place; and Wade Duncan, Kansas City, Mo., and Davis Hiss, Copley, Ohio, tied for second place in the first 10 weeks, or theory section of the course. Thomas E. Trefzger, Peoria, Ill., had first place standing in the second 10 weeks, or production section, and Mr. Duncan and Mr. Rossetto tied for second place.

Class 67 in Baking Science and Technology will open Jan. 31, 1955.

—BREAD IS THE STAFF OF LIFE—

New Gluten-Free Bread Developed in Toronto

TORONTO—A gluten-free bread, claimed as beneficial to sufferers from sprue and celiac who cannot eat ordinary bread, has been developed by a dietitian at the Toronto General Hospital.

Ingredients used were potato flour, egg white, terrasodium pyrophosphate, calcium lactate, finely ground bran, cream of tartar, salt and sugar.

—BREAD IS THE STAFF OF LIFE—

BAKERS INSTALL OFFICERS

UTICA, N.Y.—Members of the Mohawk Valley Bakers Assn. installed officers at a dinner meeting in the Hamilton. Installed were president, F. Carl Barth; vice president, Sal Nicotera; treasurer, Thomas Bazan; recording secretary, Dale Pardi, and corresponding secretary, Thomas Watkins. John Krenitsky was installed as chairman of the board of directors. Directors are Michael Domka, Jerry Rosenblum, Chester Huta, Joseph Drobner, Mr. Bazan and John M. Evans. Charles Vogel, president of the state association, was named an honorary director.

Most bakers prefer Sun-Maid Raisins, because Sun-Maid offers a pick-of-the-crop variety for every baking need. You can depend on Sun-Maids always being fresh, clean and flavorful.



You save money when you use Sun-Maid Raisins and Currants. Sun-Maids are specially processed and packed for the bakery trade. They save time and cut labor and preparation costs.



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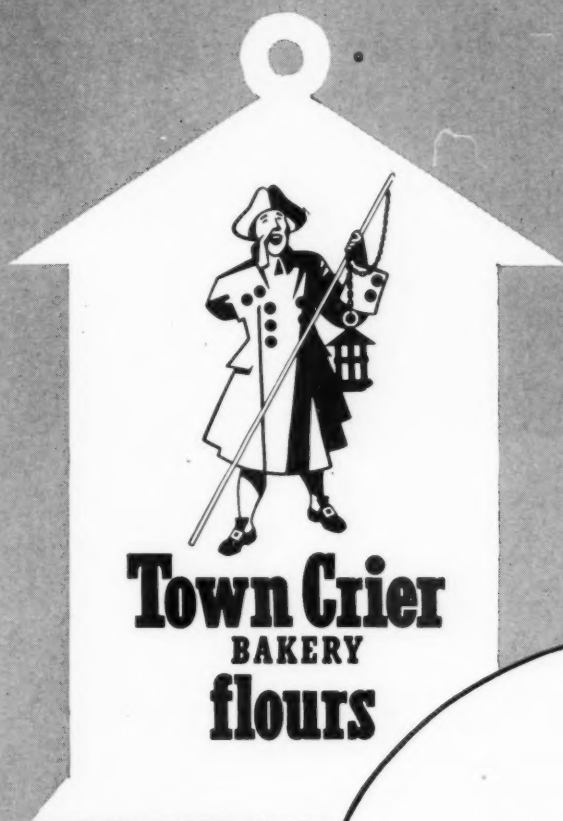


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CAPACITY 12,000 CWTs. • STORAGE 4,500,000 BUSHELS



THE BAKE SHOP

Troubleshooter

Chiffon Cheese Cake

Could you please give me a formula for chiffon cheese cake and one for a fruit glaze using agar-agar? Thank you in advance for your help.—J. P., N.Y.

You may wish to try these formulas for chiffon cheese cake and a fruit glaze using agar-agar which you requested.

CALIFORNIA CHEESE CAKE

Mixing Method

Heat together until fat is melted:

- 4 lb. 8 oz. fresh milk
- 8 oz. shortening
- 8 oz. butter

Cream only until smooth. Add the above. Place in hot bath until whites are ready:

- 10 lb. smooth baker's cheese
- 1 lb. 8 oz. cornstarch
- 2 oz. salt
- 2 oz. lemon emulsion
- 6 oz. vanilla

Boil to 244° F.:

- 7 lb. granulated sugar
- 3 lb. water
- 2 oz. cream of tartar

Whip to a wet peak and add hot syrup. Then whip until medium stiff. Fold into first part:

- 4 lb. 4 oz. egg whites (70° F.)
- 32 lb. batch weight; 250° F. baking temperature.

Special instructions: Scale standard pan about 16 lb. Grease and dust with graham cracker crumbs. Bake about 50 min. at 300° F.

CHEESE CAKES (CHIFFON TYPE)

Mix together by hand:

- 5 lb. cottage cheese (extra dry)
- 8 oz. cake flour
- 1 oz. salt
- Juice and rind of 1 lemon

Bring to a boil and stir in rapidly:

- 1 qt. milk
- 4 oz. butter

Then add while still warm the following meringue made of 1 pt. water and 3½ lb. sugar boiled to 240° F. and beaten into 1 qt. of egg whites. Those ingredients should be mixed together as fast as possible and then poured into a pan 18x25x4½ in. lined with the following mixture:

Rub together:

- 1½ lb. graham crackers
- 1 lb. granulated sugar
- 6 oz. melted butter
- 1 oz. cocoa

As soon as the filling is in the pan, place it in the oven at about 375° F. Bake for 40 to 50 min.

Note: The correct type of cheese is important. The milk should be added while hot and the meringue also. The cheese mixture should be lukewarm when it goes into the oven. The pan should be lined with wooden liners about ¼ in. thick. Do not bake any longer than necessary.

AGAR-AGAR GLAZE

Dissolve:

- 1 oz. agar-agar in
- 2 lb. 8 oz. water

Add:

- 1 lb. 8 oz. sugar
- 2 lb. corn syrup

Bring this to a good boil. Remove from the fire and add a small amount of citric acid. Use while warm.

Note: This glaze may be colored as desired.

Pies

I would like to have formulas for both chocolate chiffon pie and egg nog pie. I'm getting calls for them, especially on weekends.—M. L. R., Mass.

Here are formulas for both chocolate chiffon pie and egg nog pie which you might like to try out.

CHOCOLATE CHIFFON PIES

Bring to a boil:

- 2 qt. milk
- 1 lb. 8 oz. sugar
- 5 oz. bitter chocolate
- ½ oz. salt
- Vanilla to suit

Mix together, add and stir in until thick:

- 5 oz. cornstarch
- 4 oz. milk
- 10 oz. whole eggs

When thickened, add this mixture gradually to the following meringue formula:

Meringue

Beat light:

- 1 lb. egg whites
- ½ oz. salt

Add gradually and beat until firm:

- 1 lb. 8 oz. sugar

Then place into baked shells at once. When cool, cover with meringue and bake until a golden brown color is obtained.

EGG NOG CHIFFON PIES

Bring to a boil:

- 1 lb. 8 oz. sugar
- 1 lb. 8 oz. water
- ½ oz. stabilizer (optional)

Mix together, add and bring back to a boil:

- 1 lb. 4 oz. eggs
- ½ oz. salt
- 2½ oz. starch
- ¾ oz. gelatine (variable)
- 8 oz. sugar

While cooking the above, beat firm:

- 1 lb. 8 oz. egg whites
- 1 lb. sugar
- ½ oz. nutmeg (variable)
- 4 oz. rum

When beaten stiff, fold in the cooked mixture carefully with a wire whip. When thoroughly mixed deposit into baked pie shells immediately and allow to cool. Then top the pies with whipped cream.

Note: Be sure to use a high grade of rum for the best results.

Bread

I am forwarding two loaves of bread baked at the same oven temperature of 365° F. simultaneously for 40 min. in the same oven. The loaves are from different doughs. The smaller, lighter and poorer loaf is from the first dough, which was made 10 min. earlier than the second dough of which the other loaf was made. The two loaves were made up 15 to 20 min. apart, the poorer one first.

Both doughs were of the same formula, as follows: 9 qt. whole fresh milk (1½ "A" wafer vitamins); 17 qt. cold tap water; 2½ lb. fresh bakers' yeast; 1 lb. 10 oz. salt; 3 lb. 8 oz. sugar; 3 lb. 4 oz. primex (measured,

not weighed); 100 lb. approx. bakers' special flour; consistency stiff enough for a Thompson moulder.

All of the loaves from the first dough were of the same poor, flat and light type. Some even blistered. The bread from the two doughs were as different as day from night.

Problem: Was the first dough too old?

Would this same condition occur if the shortening and sugar were totally or partially omitted from the first dough? Could you test the loaf and determine whether these ingredients were omitted?—E. F. S., Wis.

The paleness of the crust may be due to lack of sugar in the formula. It has also been our experience that when the shortening is left out of the dough the volume is decreased. We were unable to run a chemical analysis on the bread to determine if either one or both were left out.

I note that you are using a very low salt content in the formula. Most bakers use at least 2 lb. to each 100 lb. of flour. In fact, some bakers run as high as 2½ lb.

If you are not scalding your milk I would like to suggest that you do so, as the baking quality will be improved. The formula you are using is also on the lean side, that is, in regard to milk solids and sugar content. The shortening content is satisfactory.

You state that some of the bread blistered which may indicate that the dough was on the old side. However, the inside appearance of the loaf I had did not indicate so. The flavor was not at all acid, which it would be if the dough were overaged.

Got a Problem?

Use this coupon to tell your troubles to A. J. Vander Voort, nationally known production authority, head of the Dunwoody Baking School, technical editor of The American Baker. He will answer and analyze production problems without cost to you:

(Send samples of baked foods to A. J. Vander Voort, Dunwoody Industrial Institute, Minneapolis.) Address letters to:

The American Baker, P.O. Box 67, Minneapolis 1, Minnesota

Management for Profit

Get Your Banker in the Front Seat With You

The Bakery Owner Will Still Be Driver,
But Wise Management Knows It's Handy to Have
Someone Along to Point Out the Rough Spots

YEARS AGO a small wholesale baker found his expansion program blocked by a lack of cash. His neighborhood bank denied his request for a loan. Undaunted, he took his problems to a larger institution. Here the vice president asked for a few days time to think it over.

The following Saturday the v.p. made a surprise visit to the bakery in the late afternoon. Asking for the owner, he was directed to the rear of the deserted plant. A splashing noise led him to the farthest corner, where he discovered the man on his knees, scrubbing down the back steps to the basement. He stood there silently, watching. Finally the embarrassed baker noticed his presence.

"Don't get up!" the banker said quickly. "I've learned what I needed to know. You'll get your loan."

Bank loans, of course, are not generally awarded on such bare evidence of industry. There are other, more vital considerations. The anecdote, however, underlines the shrewd observation and the research that banks must bring to this business of lending.

One of the most frustrating—and potentially rewarding—experiences in the world of the bakery owner in his occasional visit to his banker. Too often the business man visits the bank after he has encountered financial distress, rather than before. By such tardiness he may have denied himself the advantage of the best advice now available. And sound advice is all too rare a commodity.

The banker sits in a dual role. Not only must he be the guardian of the money that depositors have given him for safekeeping, but he must also put it—wisely—to work. The money is not his. Hence he can lend it out only under certain restricted conditions, conditions that go far to insure its safe return.

Inevitably he must deny requests for loans to men who have never before had occasion to borrow. This is something that is rarely understood by the applicant.

What does the banker look for in a bakery? A number of questions must be resolved in his mind before he forms an opinion. He must ask himself, what is the general reputation of the management? Is it serious, enlightened, receptive to progress? Does it have a program, a plan, a budget? Is it active, or passive? Does it pay its bills on time, keep adequate insurance coverage? What standards of quality are followed by the company? Is the plant well-maintained, or are its machines and trucks dirty and wheezing? All these—the external and internal grooming of the company—are signs of its vitality and duly noted.

Decision in Black and White

Bankers, however, place even greater confidence in their appraisal of the financial statement of the firm. Years of experience have enabled them to deduce an amazing

fund of facts from a page of such figures. For a better grasp of his own financial status, as well as for smoother bank relations, the baker owes it to himself to practice the same art of analysis. It will also enable him to compare his own operations with published figures of larger baking firms.

In this task a company is aided considerably by a willingness to invest a thorough audit by a competent firm of accountants. This expense is justified by the assurance it brings that the assets of the firm are properly inventoried and the profit or loss accurately stated. A false or misleading financial record might lead the baker into buying adventures or toward strict economies that are not warranted by the condition of the firm. Further, if the profit is overstated, it results in a larger payment of income taxes, at a time when the baker can ill afford it.

In the report submitted by the auditor, after his analysis of the books, the baker will find an array of figures that comprise, basically, the balance sheet and the profit and loss statements, accompanied by supporting sheets of data, for the past year. These figures are based upon a scrutiny of the books and transactions of the bakery for the past year. Their validity depends upon the time and effort put forward by the auditor and his staff. That, in turn, often depends upon the orders given him by the owner. A cheap audit is usually false economy.

A balance sheet is usually dated—Dec. 31, or June 30, or some other



Contributing
Editor

George J. Emrich

date that signifies the date on which the books were closed for the audit. A balance sheet, contrary to popular conception, does not cover an entire year. It merely tries to show how much a corporation has and how much it owes at a given moment—hence the date. The assets listed are the physical properties of the company, cash in the bank or invested, and the money it is owed. On the liability side are shown the debts of the company, the reserves, and the equity or ownership of the stockholders or proprietor.

Under the double entry system of bookkeeping, common to modern business, the assets are listed on the left hand side of the sheet and the liabilities are on the right. The totals must balance. The difference between the total assets and the total liabilities is made up by the owners investment, on the left side, and the surplus and undivided profits. A fictitious

balance sheet, with figures plucked out of thin air, is listed below. It has no significance except to show the general appearance of a balance sheet, in simple form.

Cash	\$ 5,500
Accounts Receivable	6,000
Inventory	20,000
Current Assets	\$31,500
Machinery and Equipment	\$10,000
Building	20,000
Notes Receivable	5,000
Total Current Assets	\$66,500
Accounts Payable	\$12,000
Notes Due Bank	6,150
Current Liabilities	\$18,150
Mortgage—Bank	\$10,000
Common Stock	15,000
Surplus	12,000
Undivided Profit for Year	11,350
Total Liabilities and Capital	\$66,500

When the banker studies the audit of the bakery he quickly applies certain tests, or ratios, to the balance sheet to measure the financial soundness of the company. A number of these ratios are listed elsewhere on these pages. Both lending firms and credit reporters place great emphasis upon such tests as the excess of ready assets over short term liabilities, as revealed by the current ratio. These current assets might consist of cash, receivables and inventories. Two dollars of such assets for every dollar of current debt is considered standard or minimum in the baking industry, although three to one or four to one makes creditors and bankers most eager to extend a hand.

"And if I had a ratio like that," mutters the bakery owner, "I wouldn't need a loan."

In the Dun & Bradstreet report of

A Table of 14 Important Ratios for 37 Baking Concerns

Ratio	Expressed in:	Upper quartile*	Median	Lower quartile	1948 '39	1949 '39	1950 '37	1951 '39	1952 '37	Five-yr. average
Current assets to current debt	Times	3.09	1.94	1.49	2.11	2.20	1.94	1.88	1.94	2.01
Net profits on net sales	Per cent	3.39	2.39	1.52	2.25	2.42	2.18	2.04	2.39	2.26
Net profits on tangible net worth	Per cent	13.74	9.99	5.59	11.25	10.50	11.72	11.00	9.99	10.89
Net profits on net working capital	Per cent	42.61	28.99	15.77	50.20	51.91	38.58	29.20	28.99	39.78
Net sales on tangible net worth	Times	5.52	4.12	2.96	4.59	4.34	4.46	4.18	4.12	4.34
Net sales to net working capital	Times	19.46	14.31	8.20	13.45	12.67	14.09	14.07	14.31	13.72
Average collection period	Days	7	10	15	16	12	10	9	10	11
Net sales to inventory	Times	39.0	22.3	11.8	25.8	18.1	18.2	19.2	22.3	20.7
Fixed assets to tangible net worth	Per cent	55.4	74.8	88.7	52.6	78.7	79.4	76.7	74.8	72.4
Current debt to tangible net worth	Per cent	20.2	32.0	45.7	26.9	22.6	29.5	32.7	32.0	28.7
Total debt to tangible net worth	Per cent	38.5	59.2	105.4	110.8	67.0	93.7	76.7	59.2	81.5
Inventory to net working capital	Per cent	40.0	68.7	102.9	65.1	73.7	82.8	83.8	68.7	74.8
Current debt to inventory	Per cent	76.8	136.5	249.2	121.0	155.5	140.5	123.9	136.5	135.5
Funded debts to net working capital	Per cent	19.5	83.5	107.3	65.0	109.4	114.6	84.0	83.5	91.3

*Dun & Bradstreet practice in financial evaluations is to divide a total group into three categories. The "upper quartile" includes the top quarter of the group, the "median" includes the two center quarters, the "lower quartile" the remainder.

37 prominent firms for 1952, shown in an accompanying chart, the upper quartile averaged \$3.09 for each \$1.00 of debt. The median was \$1.94, while the lower quartile was creaking along with \$1.49.

Clearly a two to one ratio or better is evidence that a bakery can meet sudden disasters, price squeezes in materials or unexpected increases in inventory, without undue straining of its credit. Less than two to one would probably foretell a risk of overdue bills, need for frequent, quick loans at the bank, or inability to buy promptly in volume quantities. In short, an adequate current ratio denotes that the company is being operated prudently and profitably without continuing crises over money. Such a financial plateau enables the owner to plan his operations for years ahead, rather than for months. It will be noticed that the larger companies have this advantage uniformly.

Some observers place great stress on the importance of working capital. The Dun & Bradstreet report refers to this item of the balance sheet several times, using it as a measure against other figures. The term is actually another way of measuring the current ratio, for working capital

is simply the difference between the current assets and the current liabilities.

If you have \$10,000 in ready assets and \$5,000 in current debts, you have a working capital of \$5,000.

Bankers, of course, have varying standards for different businesses in measuring the extent of working capital needed. A company doing an extensive trade for cash, for example, such as a grocery store, thus having a rapid turnover of inventory, needs far less working capital than a firm that makes and sells locomotives. The latter might have to wait months or years before getting its money back from a sale.

It will be noted in the Dun & Bradstreet analysis that the firms who turned over their working capital the most times, in relation to sales, also had the shortest collection period. Bankers are apt to be concerned with the growth or decline of working capital over the years, as evidence of trends of management efficiency.

It will also be seen that both Robert Morris Associates, which supplies information to banks, and Dun & Bradstreet, a credit reporting firm, find considerable significance in per-

centages, in addition to their concern with ratios.

The latter, for example, notes that the upper quartile of its 37 reporting plants evidence a profit of 3.39 per dollar of sales, or 3.39%. The median reports 2.39, while the lower quartile must be content with 1.52%. The 54 plants in the Robert Morris Associates study for 1953 average out at 2.00%, although the 11 bakeries who average under \$250,000 in assets report a joint loss of .48%. And, by

interesting coincidence, these faltering 11 plants also have less of their assets in cash and more tied up in receivables and inventory. They also owe more currently to banks and to the trade.

In the Dun & Bradstreet breakdown, moreover, the more successful bakeries turned over their inventory 39 times during the year, while the median managed it 22 times and the least successful bakeries only 11

(Continued on page 57)

Important Ratios for Bakery Owners to Watch

CURRENT RATIO

How to compute: Divide the total of current assets by the total of current liabilities. \$5,000 of current assets over \$1,000 of current liabilities gives you a ratio of five to one.

Meaning: Indicates you have \$5 in the bank for every dollar you owe, an excellent position. It shows that creditors can expect prompt payment.

WORTH / FIXED

How to compute: Divide the tangible net worth by the net fixed assets. You find the tangible net worth by adding up your preferred and common stock plus surplus and undivided profits. Net fixed assets are made up of the depreciated value of machinery, tools, buildings and the appraised value of the land.

Meaning: The ratio shows the relation between the owners' capital and the long term permanent investment in assets. When the ratio is over 100% the excess reveals the contribution of owners to working capital. The higher the ratio the more liquid the net worth and the safer the creditors.

WORTH / DEBT

How to compute: Divide the tangible net worth by the total debt.

Meaning: The ratio shows who is putting up the money, the proportion between owner's capital and that contributed by creditors. When the ratio is high it signifies that the pressure is easier and the creditors are better protected.

SALES / RECEIVABLES

How to compute: Divide the net annual sales by the total accounts receivable.

Meaning: Shows the relationship of volume to the outstanding receivables. A higher ratio means a higher turnover of receivables and, of course, a more rapid collection of sales and more liquidity of the receivables.

COST OF SALES / INVENTORY OR SALES / INVENTORY

How to compute: In either of these two ratios, divide cost of sales or sales by the total of inventory.

Meaning: Gives the trend of physical inventory turnover. It may signal the need for a long hard look at purchasing practices for overstocking, staling of materials, obsolete wrapping supplies, needless waste of space for storage.

SALES / FIXED ASSETS

How to compute: Divide the net annual sales by the total amount of net fixed assets.

Result: The ratio indicates the productivity of fixed assets in terms of sales. As the ratio increases it suggests that the plant is being used very efficiently.

SALES / NET WORTH

How to compute: Divide the net annual sales by the tangible net worth.

Meaning: Shows the activity of the owner's capital during the year.

PROFITS / NET WORTH

How to compute: Divide net profit after taxes by the tangible net worth.

Meaning: Shows to what extent the owners are getting their money back in successful operations.

SALES / TOTAL ASSETS

How to compute: The net annual sales dividend by total assets.

Meaning: The higher this ratio soars the greater the use of the company's assets, presumably at greater efficiency.

PROFITS / TOTAL ASSETS

How to compute: Divide the net profit after taxes by the total assets.

Meaning: Shows the owner's share of the year's operations, the degree of profitability to which the firm's resources were put.

BREAD AND OTHER BAKERY PRODUCTS

Robert Morris Associates Statement Studies Year Ended on or About December 31, 1953

Asset Size	Under \$250,000	\$250,000 less than \$1,000,000	\$1,000,000 & less than \$10,000,000	All sizes
Number of statements	11	22	21	54
Assets	%	%	%	%
Cash	8.23	9.42	13.23	12.70
Receivables Net	11.10	8.91	6.17	6.57
Inventory Net	22.99	16.52	15.46	15.72
Marketable Securities		1.81	2.83	2.66
All Other	.28	1.21	.92	.94
Total Current	42.59	37.87	38.61	38.59
Fixed Assets Net	52.39	55.53	56.85	56.62
All Other	5.01	6.60	4.54	4.79
Total Non Current	57.41	62.13	61.39	61.41
Total	100.00	100.00	100.00	100.00
Liabilities				
Due to Banks	7.21	3.43	1.42	1.75
Due to Trade	15.77	10.01	7.48	7.92
Income Taxes	3.72	8.30	4.90	5.26
All Other	6.31	7.46	3.86	4.32
Total Current	33.01	29.20	17.66	19.25
Due Banks Long Term	.17	2.59	7.05	6.42
Other Long Term Debt	5.69	8.44	4.77	5.21
Total Debt	38.87	40.24	29.48	30.87
Net Worth	61.13	59.76	70.52	69.13
Total	100.00	100.00	100.00	100.00
Income Data				
Net Sales	100.00	100.00	100.00	100.00
Cost of Sales	59.12	67.44	64.30	64.59
Gross Profit	40.88	32.56	35.70	35.41
All Other Expense Net	40.60	28.44	31.12	31.01
Profit Before Taxes	.28	4.13	4.59	4.40
Income Taxes	.76	2.30	2.47	2.40
Net Profit or Loss	.48 cr.	1.82	2.11	2.00
Ratios				
Current	129.00	130.00	219.00	201.00
Worth/Fixed	117.00	108.00	124.00	122.00
Worth/Debt	157.00	149.00	239.00	224.00
Sales/Receivables	3800.00	3778.00	4299.00	4203.00
Cost Sales/Inventory	1085.00	1374.00	1103.00	1135.00
Sales/Inventory	1835.00	2038.00	1715.00	1757.00
Sales/Fixed	805.00	606.00	466.00	488.00
Sales/Worth	690.00	563.00	376.00	399.00
Profits/Worth	3.32 cr.	10.28	7.94	7.99
Sales/Total Assets	422.00	337.00	265.00	276.00
Profits/Total Assets	2.03 cr.	6.14	5.60	5.52
Thousands of Dollars	\$	\$	\$	\$
Net Sales	7486	37664	226455	271605
Total Assets	1775	11184	85398	98357

Bakery Merchandising

Market Analysis Based on Fact Can Result in Consumer Demand

By H. M. Chase

National Biscuit Co.

First there is PLAN. Do you have a plan? Do you fully understand it? Do those who work with you understand it? Is it written down?

I should say that the first thing to do about your plan is to write it down. If you write it, you'll not overlook points. You'll be thorough and critical. If it's written down, you'll understand it and so will those who work with you.

So let's say that the first fundamental of a plan is to write it down.

Next in our "pea pod" is PERSONNEL. Are you adequately and properly staffed? Have you had your organization appraised lately?

Have you definite job specifications written down so that everyone understands his responsibilities and the extent of his authority?

Do you delegate responsibility? Are you building second and third echelon management?

Is your marketing operation a "one-man show" with all decisions and directives originating from you or have you turned your organization chart upside down so ideas and decisions can flow to you for approval?

Are you giving full thought and consideration to the concerns, the attitudes and the feelings of the individuals for whose welfare you have a major responsibility? You should, for it is fundamental that if you take care of the individuals, the individuals will take care of the company.

Now let's consider PLANT. You, as a marketing man, have a definite responsibility to see to it that you have a suitable plant to produce goods in such a way that you can successfully compete in the market. Is your plant adequate? If not, are you taking proper steps to see that it is made adequate? If you have an adequate plant, are you using the ad-

vantage? Are you getting all the marketing advantages out of your plant? A proper plant is most fundamental.

Next, let's look at PRODUCTION. Are your production facilities adequate? If they are not, you had better get to the executive committee quickly with a requisition. If your production line turns out 1,000 items per day and your competitors' lines turn out 1,500, you are in for trouble.

On the other hand, if you have production advantages, it is your duty as a marketing man to make your advantage pay off. This advantage may not long endure.

It is your fundamental duty as a marketing man to see to it that your production facilities are suitable for you to compete.

Now we come to the four cardinal and basis items with which a marketing man must concern himself. These four red-letter items are of course PRODUCT, PACKAGE, PRICE and PROMOTION. Since these are the core of our responsibility as marketers and since I'll have much more to say about them, let's skip them for the moment and glance at the last of our 9 "P's," PERSISTENCE.

Persistence and tenacity are mighty important facets of the successful marketing man's make-up. The front runner doesn't always win; witness Aesop's old fable about the hare and the tortoise. Of course, a turtle's pace is hardly adequate for today's situation; however, a sprinter will not last. I would say it is fundamental to pace yourself like a distance runner with a kick left for the finish.

So much for that and the 9 "P's". Now back to the four red letter P's . . . PRODUCT, PACKAGE, PRICE and PROMOTION. It is not adequate in today's competitive market to just

have a product, a package with a price and some promotion. You must have PROPER PRODUCT, PROPER PACKAGE, PROPER PRICE and PROPER PROMOTION to gain marketing supremacy.

What about PROPER PRODUCT? Are you marketing last year's model with two changes in chromium strips or with the substitution of patent screw heads for the conventional ones? Have you the product the consumer wants? How long since you checked your product with the consumer against competitive products? Sometimes a year, or six months even, is too long to be unaware of the consumer's attitude toward your product.

NABISCO'S UNEEDA BISCUIT, Ford's Model T, Bon Ami and Old Dutch Cleanser are examples of products not kept in tune with the consumer's wishes. RITZ CRACKERS, Chevrolet and Ajax Cleanser are examples of products the consumer wanted.

PROPER PACKAGE comes next. And proper package may well include the design of your refrigerator, your automobile or your TV set as well as the delivering receptacle for packaged products.

Have you enough sizes or the proper sizes for the needs of consumers? Have you too many sizes in relation to product turnover? Have you checked sizes against shelf facings and the ever-increasing space problem? How have you evaluated package size against consumer desires—are your packages governed by your production facilities or the consumer's usage of your product?

I often wonder if car designers ever collected any data on existing garage sizes. Would you buy a Lincoln that would fit in your garage



H. M. Chase

EDITOR'S NOTE: Mr. Chase, general manager of the special products division for Nabisco, developed the accompanying plan of action in merchandising as he was searching for "marketing fundamentals." He says that "we all too frequently get so involved in the techniques of mass marketing that we overlook the tried and true formulae for solving our marketing problems." Reproduced here is Mr. Chase's "pea pod check list."

or a Cadillac you couldn't shut the door on?

When did your package last have its face lifted? Do you research your package designs? Do you employ a design consultant?

Proper Package is very important. Your package presents your product. Put your best foot forward with a proper package and take advantage of the sales impulse it creates.

PROPER PRICE . . . Yes, your price must be competitive. But what else? Is it based on what a consumer is willing to pay or your cost figures plus distributors and retailers' mark-ups? Do you take the distributors and retailers' mark-ups into consideration in pricing? A few cents can

9 P's in a pod

- ... PLAN
- ... PERSONNEL
- ... PLANT
- ... PRODUCTION
- ... PRODUCT
- ... PACKAGE
- ... PRICE
- ... PROMOTION
- ... PERSISTENCE

MARKETING CHECK LIST

For Marketing Supremacy you must have

- Proper Product
- Proper Package
- Proper Price
- Proper Promotion

"The 4 double P's"

frequently put a squeeze on the retailer that will make a tremendous difference in his cooperation or may cause him to set a retail price that will retard consumer purchases.

Do you keep a continuing record of production costs and profit margins or do you wait for your controller to ring the bell for more profit? Do you keep a continuing record of your prices, your sales and your profits with a contrasting record of your industry? Or do you play your pricing by ear?

Are you as quick to reduce prices as profit dollars mount as you are to raise them as profit dollars dwindle? Are you as alert to exploit price advantages as you are to moan about a price disadvantage.

Pricing is about to come back into its own. It's time for us marketing people to reacquaint ourselves with the intricacies of proper pricing, to reexamine our discount plans and to begin pricing our goods on factual data, not on opinion.

Most Important of "P's"

PROPER PROMOTION is the last of the 4 Double "P's" and, in many instances, can be most important.

We all know of products that are equal in quality, in package and price, but are outsold times over in the market-place by competing products. They simply lack proper promotion.

Do you measure your own and competitive promotion by market areas on a continuing basis? If you do, do you measure promotion in effectiveness or in dollar value? Dollars spent are not always a true measure of effectiveness. Do you thoroughly research consumer appeals? Or do you tell the story you want to tell and ignore or overlook the consumers' interests? It is amazing how much advertising and promotion carries the seller's rather than the buyer's viewpoint.

Promotion is the portion of marketing wherein we have a chance to use our imagination, yet it is alarming to study objective research and find that all too few of us are merchants and make use of our creative talents.

There is such a terrific premium on being unorthodox, on breaking with tradition and daring to be creative that it is quite difficult to understand why the great majority of us stick to the traditional, re-use

and re-hash the old cliches and ape others.

A Dual Problem

Let me summarize these remarks by indulging in over-simplification. Proper Promotion is a dual problem, consisting of amount and content. Both can be determined factually and once determined should be exploited with all our creative ability.

Now we're given a light once-over to the 4 Double P's and even in this hurried covering of them, you've noticed the importance placed on the factual approach. So let me repeat. Operate on FACTS, not on opinion. It is much easier to reach decisions in the climate of facts than in the realm of opinion. And your chances of reaching proper decisions when you deal with facts are greater than when you are dealing with opinion. And then again, who wins when you decide something on opinion—either the one with the most authority, the most persuasive ability or the most ruthless. What would you judge the batting average to be on opinion-based decisions? Maybe 300—but in mass-marketing, that's not good enough. And remember, the three most expensive words in marketing are "My wife says." For wives and friends are not representative consumers.

Having developed the concepts of PROPER PRODUCT, PROPER PACKAGE, PROPER PRICE and PROPER PROMOTION and their development and operation on a factual approach, I now turn in closing to the subject assigned to me—CONSUMER DEMAND.

Consumer Demand

It is my firm conviction that a factually developed PROPER PRODUCT, PROPERLY PACKAGED and PROPERLY PRICED, if PROPERLY PROMOTED with creative vigor, will develop and maintain CONSUMER DEMAND. Without CONSUMER DEMAND, your product will not long endure and you will not be able to develop the 10th "P" for your Product—PROFIT.

In conclusion, let me offer two more of my fundamentals:

1. Get there first with the most if at all possible. (It is difficult to fight a rear-guard action.)
2. Keep everlastingly at it. (As Aesop recorded it, the tortoise did win and Ford may out-sell Chevrolet.)

MANAGEMENT FOR PROFIT

(Continued from page 54)

times. The leaders also showed a higher profit return on the net worth, which is the amount they invested plus their surplus and undivided earnings. They showed a profit of 42% on their net working capital, while the median and the lower quartile earned only 29% and 16% respectively. Inevitably, it seems, the successful bakeries are superior in all the other tests. No wonder, then, that the banker examines the baker's balance sheet and profit and loss statement with such interest.

Earning Power Considered

Bankers also attach considerable significance to the earning power of the bakery, as shown by the profit and loss statement. A shortage of working capital, for example, might not be as disturbing in a firm that has just completed several years of heavy investment in machinery, providing the management has shown a consistent profit over the long pull. Several years of red figures, on the

other hand, while the plant is allowed to fall into obsolescence, would frighten the bank into a state where a loan might be difficult to negotiate. In such cases, moreover, an officer of the bank is likely to turn a critical eye upon salaries of owners, expenses of sundry nature, and other extravagances.

While the banker's judgment is not infallible, his advice and counsel can always help the bakery operator. He brings a perspective that cannot help but add dimension to the baker's thinking. He has access to the trend of both local and national affairs through the vast rivers of information that flow across his desk daily.

The baker can tap that stream of knowledge and benefit from it by the simple device of stopping by the desk of an officer of the bank for a chat each month. More important, he builds a bridge that he might need at some future time when he comes to borrow money.

First Aid

For

ADVERTISING

Q. When planning our advertising program, should we stay with promotional type pushing specials, or with institutional type advertising selling our business in general?—M. B., Fresno, Cal.

A. The most profitable type of advertising—that kind that gives you an immediate response in sales volume is undoubtedly the promotional type—advertising specific items in a specific campaign. This means sales for now. But institutional advertising creating good-will for your business should not be neglected entirely. This builds sales for the future. Plan to use at least one institutional ad a month for this makes friends and keeps your name before the buying public. One suggestion sent to us recently was the ad "Man Cannot Live By Bread Alone—Not Even XXXX Bread—Attend the Church of Your Choice This Sunday." Most successful advertising folks mix promotional type with an occasional institutional ad.

Q. We are a smaller bakery located in a smaller town. We want to plan a special promotion for our cakes, but the cost must be low. What can you suggest that will be low in cost, yet pull in the additional cake sales?—O. B., Rockport, Ind.

A. A successful long range plan is the organization of a birthday club plan. Run a small advertisement with a clipping in the hometown paper. The clippings can be mailed in, and brought in to your bakery. Then have a monthly drawing of the birthdays for each month, giving a large and free birthday cake to the name drawn. Then, do a mailing of a postal card to the other names submitted to the "club." This plan can be expanded for additional publicity such as prizes for the youngest and the oldest each month, or having some prominent person in town do the drawing. In the smaller towns, using birthday cards, building birthday windows including photographs, etc., and making personal phone calls to the birthday folks will pay off. You can see the many potential possibilities, all at low cost, for getting folks in the habit of buying your cakes regularly, and for creating favorable town talk. This is not an original nor untested theory. It is being used effectively and profitably by many bakers all over the country—via TV and radio for the larger towns; via weekly newspaper, telephone and window display plus postal cards in the smaller towns.

Q. Time and again, we have tried planning a definite advertising budget for a quarterly or yearly period in advance. Without exception, some advertising has come up that has upset our advertising budget which was planned in advance. How do others in the business keep an advance advertising budget in smooth sailing?—L. B., Louisville, Ky.

A. This is the common difficulty experienced with advance advertising planning. It is the reason that experienced advertising folks have that ace up their sleeve, the advertising reserve fund. They set up their advance advertising budget, usually based on a percentage of the previous year (or quarter) gross volume. Then they set aside another definite amount of money in an advertising reserve fund. They don't touch it unless something really "hot" comes up—a special promotion, etc. Then the money is available to strike while the iron is hot, to reap full value from timely advertising of a circus coming to town, etc. The planned advertising budget stays intact.

Q. We're planning to enlarge our advertising budget for next year. How can we know where to place the bulk of our advertising money?—L. L., Columbus, Mo.

A. Advertising and buying conditions in each locality differ as to which media are your best selling media for each individual business—with the many factors of local buying habits always involved, it is impossible for me to suggest specific media for the bulk of your advertising without a careful study of your local advertising media. However, there is always one rule to remember before any large spending of advertising money—dabble in the water before you swim. Test the results you get from the different media with advertising done under similar local market conditions with a small amount of advertising spending before you place the bulk of your advertising money. This testing will give you your own clue for your own local area.

This column is a monthly feature for bakers. If you would like help on any of your own advertising problems, or on activities for building good-will and public relations, write The Editor, The American Baker, P.O. Box 67, Minneapolis 1, Minn.



TIE-IN—Pictured above (left) is the latest full-page, full-color, "Better Breakfast" advertisement which the Fleischmann division of Standard Brands, Inc., has been running in the Saturday Evening Post. The "better" breakfast is built around bread and ties in closely with the Bakers of America Program. The March 19 ad also offers free copies of the American Institute of Baking booklet "Toast Talk" (right).

Fleischmann Ad Supports Breakfast Drive

NEW YORK—Continuing its national advertising support of the baking industry's Better Breakfast program, the Fleischmann division of Standard Brands, Inc., has scheduled another full-page full-color advertisement in the March 19 issue of the Saturday Evening Post.

The latest Fleischmann ad ties up with the Bakers of America Program by carrying the "Good Breakfast Means Good Morning" seal; by telling the Post's 14,000,000 readers "How to Make Breakfast the Best Meal of the Day" and by featuring a list of nine deliciously different

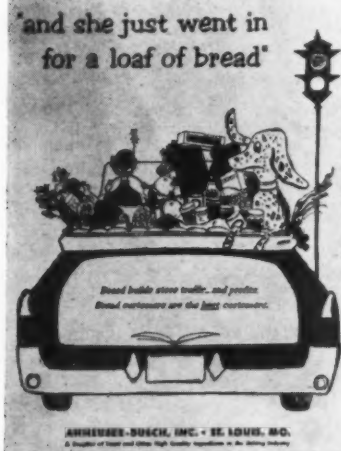
breakfast menus the Post readers can choose from to obtain their important breakfast "variety."

Still another tie-up feature of the Fleischmann ad is a coupon offer of "Toast Talk"—the American Institute of Baking recipe booklet.

Because of its strong support of both the "Good Breakfast Means Good Morning" campaign and the "variety" theme, E. E. Kelley, Jr., president of the American Bakers Assn., sent a congratulatory letter on the ad to A. R. Fleischmann, Standard Brands vice president and general sales manager, in which he said, in part:

"We think the advertisement you plan to run in March in connection with our national better breakfast program is most excellent. We started the better breakfast campaign in 1953 as an industry-wide promotion from within our industry and from related food fields. The support of organizations directly allied to the baking industry, such as Standard Brands, is of greatest importance to the success of this campaign."

A third partner in the campaign is the promotion department of the magazine, which is making a special effort to stimulate the interest of the nation's grocers in the Fleischmann advertisement's "variety" theme since it is obvious that the variety of foods needed for "better" breakfasts cannot fail to increase the grocer's sales as well as the baker's.



IMPORTANCE OF BREAD—Anheuser-Busch, Inc., will again run a series of ads in 1955 in Food Topics, grocers' magazine—in cartoon style—reminding grocers of the importance of bread in their overall business. The first one will appear in the Feb. 7 issue. The ads will emphasize, "Bread builds store traffic . . . and profits," and "Bread customers are the best customers." Reprints of this ad series, as well as other bread promotions such as the animated displays, the new record, "She Just Went in for a Loaf of Bread" and the Fireball booklets are available without charge, according to Paul C. Guignon, sales manager, bakery products department, Anheuser-Busch.

Cochran Foil Co. Completes Second Expansion in Year

LOUISVILLE—The Cochran Foil Co.'s new products division plant, completed in 1953 for the manufacture of foil pie plates, baking containers, and other rigid foil packages, has just been enlarged to 100,000 sq. ft. by the addition of a 40,000 sq. ft. wing.

Cochran, an early manufacturer of rigid foil plates and baking containers, recently announced the expansion of its foil packaging program to include research and development of new packages and procedures. Under this plan, rigid foil packages, according to Herbert G. Hanks, vice president and director of sales, will be adapted to pre-cooked frozen foods, ice cream specialties, industrial feeding systems and centralized food preparation programs. In the new products division addition, facilities are planned for holding and testing of frozen products packaging as well as the evaluation of package design and merchandising as it applies to this new field of convenience food items.

A. W. Mengel, products division sales manager, in discussing the unusual expansion of rigid foil packaging said, "The fastest growing segment of the food processing field is that class of products which saves time and effort in the kitchen. Outstanding examples are pre-cooked meals and foil packaged bakery items, most of which depend on the special consumer acceptance of aluminum foil packaging."

Premium for Bakers Announced by Armour

CHICAGO—A premium certificate entitling bakers and restaurant operators to receive nationally advertised merchandise is being offered with five commercial margarine products sold by Armour & Co.

In each 30-lb. case of Pastrimix, Dri Puff, Bakers Knead, Best Bake and Armour Roll-In shortening a special Baker's Premium Certificate will be packed.

The certificate is part of a folder which illustrates the articles available and which also lists redemption requirements. Articles range from nylon hose to wrist watches.

C. J. Patterson Top Officers Advance

KANSAS CITY—The board of directors of the C. J. Patterson Co. has announced the election of Robert M. Patterson to the office of president of the company.

C. J. Patterson, founder of the organization, was elected chairman of the board of directors, and will continue to serve management in an advisory capacity.

Announcement was also made of the promotion of Don W. Ford to assistant secretary-treasurer. Other key members of management include C. J. Patterson, Jr., vice president, in charge of merchandising, and Henry W. Weiche, manager of manufacturing and services.

The C. J. Patterson Co., from its inception in 1945, has grown to include 11 bakeries in 6 states.

James K. Mulligan Heads Bakers Club of Chicago

CHICAGO — James K. Mulligan, Ward Baking Co., has been elected president of the Bakers Club of Chicago, to serve until Jan. 25, 1956. Stanley A. Kretschman, Elgin Foods, Inc., is first vice president; John W. Ream, Wagner Baking Corp., second vice president; Joseph J. Donzelli, Donz Bakeries Co., secretary, and Robert J. Rick, Eagle Baking Co., treasurer.

Louise K. Buell continues as executive manager, marking her 12th year with the club in March.

The following serve on the club's board of directors:

Richard G. Davis, Pepperidge Farm, Inc.; Mr. Donzelli; Ray F. Frink, National Yeast Corp.; Willard H. Geller, John R. Thompson Co.; Ernest H. Goldsmith, Bakers Associates, Inc.; William L. Grew, International Milling Co.; Alfred W. Koss, American Bakeries Co.; Mr. Kretschman, Mr. Mulligan, Fred W. Nicolai, Anheuser-Busch, Inc.; Mr. Ream; Mr. Rick and Harold Snyder, baking industry magazine.

STANDARD BRANDS DIVIDEND

NEW YORK—At a meeting of the board of directors of Standard Brands, Inc., held Jan. 27, a quarterly dividend of 50¢ per share was declared on the common stock, payable March 15.



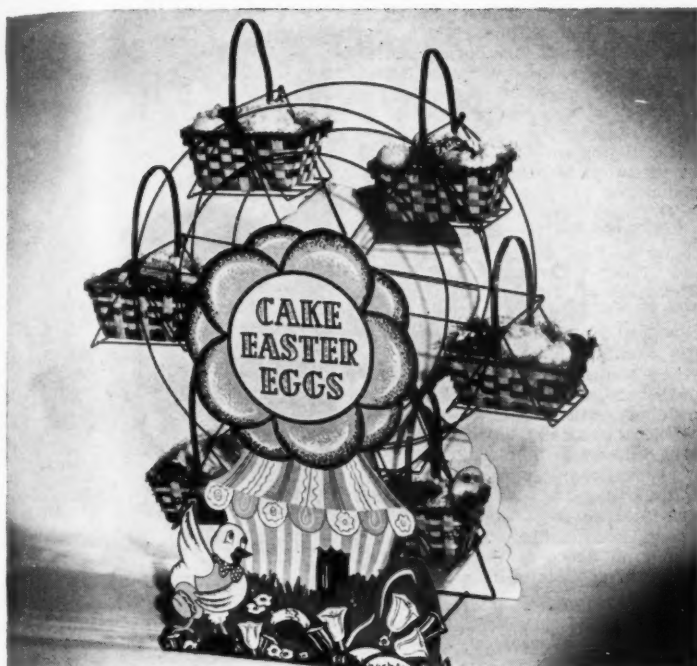
SWEETHEART CAKE—With the basic Sweetheart Cake promotion being made available to the baking industry again this year by General Mills, Inc., the company points out it has tried to make the promotion one which can be easily adapted to the individual requirements of every baker. The window streamer shown above is only one of the point-of-sale materials available to bakers in the GMI kit; shops may also order heart-shaped pans, liners and cake decorating boards. The cake will be featured over the "Time for Betty Crocker" radio show over 317 stations Feb. 9.

ENGINEERS' SPECIAL

CHICAGO—The following is the schedule of the New York special train to the American Society of Bakery Engineers convention in Chicago, March 7-10:

Sat., Mar. 5—Lv. N.Y. (GCS) 3:30 p.m. EST
Sat., Mar. 5—Lv. Harmon 4:30 p.m. EST
Sat., Mar. 5—Lv. Albany 6:25 p.m. EST
Sat., Mar. 5—Lv. Buffalo 11:40 p.m. EST
Sun., Mar. 6—Ar. Chicago 7:30 a.m. CST

The train will be a section of the Advance Commodore Vanderbilt and will have roomettes, bedrooms and bedroom suites. For more complete information and reservations write, wire or phone Claude A. Bascombe, Plaza 9-4400, Standard Brands, Inc., 595 Madison Ave., New York 22, N.Y.



FERRIS WHEEL—This 35-inch high electrically-operated ferris wheel is a feature of Russell-Miller Milling Co.'s 1955 Cake Easter Egg promotion. The ferris wheel—while designed to carry the cake eggs—can be adapted for use at other seasons of the year simply by using the proper baked goods and motif to tie in with other displays the company points out.

FERRIS WHEEL

Russell-Miller Adds Point-of-Sale Attraction to Cake Easter Egg Package

MEMPHIS—New features incorporated in the 1955 annual Cake Easter Egg promotion kit make it likely to be the biggest profit-builder in the six-year history of the program.

Center piece of the elaborate store interior and window display package is a 35-in. high electrically operated, ferris wheel—expected to be a traffic stopper in any window as it carries dozens of eggs around in a continuous circle.

Officials of Russell-Miller Milling Co., who annually promote the sale of Cake Easter Eggs with their American Beauty cake flour, have added extra life to the seasonal promotion with this ferris wheel, Frank Morris, vice president of Russell-Miller's bakery flour division, claims. He said that the wheel can be adapted for use at other times of the year simply by replacing the Cake Easter Eggs with baked goods appropriate to the time of year.

Advance orders for this year's unusual display are already running ahead of a year ago, Mr. Morris said, and are likely to set a new record for the sixth consecutive year.

A baker from Jacksonville, Fla., said, "The Cake Easter Egg promotion a year ago was one of the most successful Easter Weeks I've had in 35 years. I don't want to miss out on it this year," Mr. Morris reports.

Although Russell-Miller's shipments of the Cake Easter Egg kit normally reach their peak three or four weeks before the holiday, Mr. Morris said that this year's early requests indicate bakers are looking for an opportunity to take orders from customers over a longer period of time.

Bakers who order American Beauty cake flour from Russell-Miller will receive, at no extra cost, the Cake Easter Egg promotion kit which includes a revolving ferris wheel, com-

plete with motor, six additional full-color displays, for window or interior use, decorating sheets, and the complete tested formula for baking Cake Easter Eggs.

Russell-Miller also has available, at cost, brightly-colored Easter baskets and shredded cellophane to hold both large and small cake eggs, and aluminum molds for baking.

With the novelty attraction of the newly-designed ferris wheel as a crowd-puller, Mr. Morris predicts that "bakers who promote Cake Easter Eggs this year will find—like our Jacksonville customer—that this is one of the best holiday money-making merchandising efforts ever offered the baking industry." Information on the Cake Easter Eggs can be obtained from Russell-Miller salesmen or by writing directly to Russell-Miller Milling Co., Minneapolis, Minn.

—BREAD IS THE STAFF OF LIFE—

Frozen Future

Frozen bakery products will be "commonplace" in the nation's food stores five years from now, Jacob E. Davis, vice president of Kroger Co., Cincinnati, told a food industry panel discussion in Washington, D.C., recently.

Mr. Davis was one of six food chain executives questioned on new products, price outlook, and trends in food retailing to meet expanding population demands. Research by Kroger and others is now developing "highly palatable" mould-free frozen baked goods as a new food item, Mr. Davis said.

A levelling off of the downward drift in food prices since last July, with no significant changes throughout 1955 was foreseen by John R. Park, vice president, American Stores Co., Philadelphia, Pa.



RINGING THE cash register

MERCHANDISING HINTS FOR THE RETAIL BAKER

Success Formula

A midwestern department store, a money-maker since its founding in 1886, gives this formula for its merchandising success: "Build your store into a community institution by participating in every local activity which comes along. Handle nothing but first class merchandise which you back 100% by adjusting complaints as they come up. Follow a one-price policy for everybody. Maintain cost controls over each department so you know where you are going. Make shopping easy and emphasize the quality of your goods with wide aisles, spacious merchandising displays, air conditioned quarters and modern decorating. Instill a family spirit in your employees. Spend 4% of your gross for advertising to put your message across."

Profit Sharing

A profit sharing retirement plan adopted by one retailer has the appeal that the "employee can feather his own nest." For every additional dollar of profit that the store earns, 20¢ goes into the employees' fund. This plan appeals to the employees and induces them to: Attract new customers; hold present customers; give better service; strive for ever greater efficiency in operation; create an enjoyable shopping atmosphere; and eliminate waste and accidents.

Suggesting Purchases

A survey has shown that only 40% of all sales persons in the country suggest the purchase of additional merchandise after a customer has bought something. Yet, it is pointed out, 70% of merchandise is bought on impulse; the customer hadn't intended to buy that item at all. These figures serve to show the importance of not stopping the sales work after the customer has bought what he came in to get or order. The employee who suggests and sells additional or related items is earning a lot more for his boss than the clerk who is content to fill an unsolicited order and let it go at that.

Have You Got It?

Nothing is so discouraging to the customer who walks into a store, asks for so-and-so and is told, "Sorry, I'm all out." It usually means a missed sale but what is worse, it gives the impression to the prospect that "this guy never has what I want." Of course, every retailer will at some time "run out" and likewise every customer should sometimes expect to be told that his request cannot be filled. Nevertheless, dealers should attempt to eliminate "short" items by periodic checking and by finding out what products should be baked in greater quantities.

Product Knowledge

A speaker at a trade association convention in Washington pointed out that a survey covering the country showed that only 22% of the sales people in the U.S. have an adequate knowledge of the merchandise they are supposed to be selling. Along this line, more than one authority has noted that a considerable number of employees do not know enough about the products they handle and are unable to take advantage of all the sales opportunities open to them. All of this brings up the suggestion that many bakers could well put more stress on sales training. Formal training meetings may not be necessary, but bakers should go out of their way to pass on information to their employees so that these employees will be able to answer questions about their products.

Business Builder

An eastern retailer has set up a system for telephoning prospective customers which he expects to result in a fairly good amount of new business. He drew up a list of potential customers among the people in his area and assigned a clerk the job of calling them. Each day the clerk phones a number of the prospects. He asks if they need certain items, suggests various purchases and mentions featured items. The clerk emphasizes that the buyer can call the store or the store will call him regularly and take his orders. The retailer says that this program has stimulated customer ordering and has built store traffic. He points out that the telephone soliciting provides a personal touch which is effective in helping to win customers.

PENNSYLVANIA BAKERS CONVENTION

(Continued from page 12)

the brew must be of stainless steel and it is desirable to have both the inside and outside surfaces of this material. In all cases the floor should be checked and in many cases a new floor will be needed, he said. In this connection he said that a high grade of tile is recommended, floor drains with drainage pipes are required, and the floors should be pitched to the center and to the drains. The walls should be both waterproof and watertight.

This speaker noted that a flush-out system is required daily and a complete equipment cleaning once a week. He stated that regardless of everything else, automatic controls of time and temperature are essential with controls usually mounted on a panel.

Bulk Transport Reviewed

An up-to-date resumé of bulk flour transportation was offered by J. Bruce Drever, management consultant of Chicago. He stated that about 10% of the flour now consumed in the U.S. is delivered in bulk with about two dozen bakers and a few mills saving approximately \$4 million annually with this method. Although the larger bakers are the ones who have made the conversion, there are a few small bakers now using the method, he said.

In this connection he said that bulk delivery for smaller bakers is not too far distant with the combination of ingredients and delivery truck the answer to the problem.

The important benefits of bulk delivery, as outlined by Mr. Drever, are labor savings, savings on sack cost, unloading and breakage, complete sanitation, and reduced transportation cost.

Mr. Drever stated that "if the baker switches to bulk flour he's going to get green or fresh flour," and said that he "doubts if the baker who won't move away from aged flour will ever use bulk."

He further noted that the bulk flour truck trailer is practical for distances up to 150 miles from the mill or rail transfer depot, with the bulk rail car excellent in distances in excess of 150 miles, and that with present bulk transport equipment the baker using from 600 to 800 sacks per week can make practical use of it.

Mr. Drever outlined the four different types of bulk flour truck trailers in use or under development for varied needs and quantities. Referring to rail transport, he said that it is now made up of about two dozen converted cement bulk rail cars and more than 600 airslide cars, but ventured the prediction that "there will be more than 5,000 of these airslide cars on the railroads within the next five years."

Another address that held the interest of the bakers was presented by Joseph J. McCormick, managing editor of the Quality Grocer, New York, and dealt with consumer flour premixes and cake volume and percentages of profits in the grocery store.

Higher Profit Through Cake

Mr. McCormick showed figures compiled through surveys indicating the value to the grocer to more seriously consider a stress on cake as compared with premixes because of the profit available through due consideration of turnover and percentage of profit of the items.

He cited a 1953 survey which

showed that flour and flour mixes (no breakdown available) equalled 1.7% of the store volume in a chain store while cake showed 1.1% at a much higher markup percentage.

He counselled the bakers to "go out and sell this story to the grocer. Point out to the grocer that cake can be a good impulse item and should have improved position and more space to increase its percentage profit for the store." He further warned the bakers that a poor package can have the same reaction as poor quality in killing repeat sales, and that they should fight buyer resistance through consistent advertising and promotional effort.

He declared that premixes are overstocked in many grocery stores and that 42 cake mixes are competing in New York City. He further noted that in a test in St. Paul 3 out of 8 mixes represented 73% of the volume of that item. In another survey cited he noted that in 1954 cake consciousness among women showed a definite increase.

Decorating Demonstration

The final session of the convention featured a demonstration of advanced cake decorating by McKinley Wilton of the Wilton School of Cake Decorating, Chicago, and addresses on packaging and paper by Rex Paxton, Sutherland Paper Co., Kalamazoo, Mich., and John M. Tindall, Waxed Paper Merchandising Council, Chicago.

These speakers covered color dynamics, color appeal and acceptance, value of appetite appeal and illustrations of the use of other foods with bread for appetite appeal.

Mr. Paxton in his address told the bakers that bread wrappers should

definitely indicate whose product it was, what kind of bread it was and how to use it. He further advocated illustrations on the wrapper. These speakers stressed the need and advantage to the entire industry in standardization of package sizes and outlined the work in this connection by the inter-industry bakery package committee.

The session concluded with a panel presentation on ingredient problems featuring Paul Welker, Durkee Famous Foods, Elmhurst, L.I., N.Y.; Thomas Lyall, Hooton Chocolate Co., Newark, N.J., and Carleton Jewett, Standard Brands, Inc. Southern Pecan Shelling Division.

One of the lighter spots in the program was two skits presented by members of PBA outlining modern problems on sales and profits and personnel interview methods.

The convention opened with the traditional president's reception and allied trades party and closed with the gala annual banquet, entertainment and dance in the grand ballroom of the William Penn Hotel.

Certificates of Merit

The following firms were presented certificates of merit in a packaging contest conducted at the convention among bakers exhibiting their products:

House-to-house:

Bread—Capital Bakers, Inc.,

Harrisburg

Cake—Capital Bakers, Inc.,

Harrisburg

Sweet goods—Duquesne Baking Co., Pittsburgh

Pie—Freihofer Baking Co., Philadelphia.

Wholesale:

Bread—Ward Baking Co., Pittsburgh

Cake—Moore's Bakery, Waynesburg

Sweet goods—Real Pie Bakers, Pittsburgh

Pie—Mrs. Smith's Pie Co., Philadelphia.

Officers Elected

James W. Williamson, Duquesne Baking Co., Pittsburgh, was elected president of PBA at the annual election held in conjunction with the convention. He replaces D. A. Robinson, Capital Bakers, Inc., Harrisburg.

W. Arthur Holmes, Puritan Pies, Inc., Philadelphia, was named vice president, and Ralph W. Sotzing, Bethlehem Baking Co., Bethlehem, was reelected treasurer. Theo. Staab, Harrisburg, is secretary of the group.

Directors elected at the session are: Russel J. King, Gunzenhauser Bakery, Lancaster; R. F. Dunkelberger, Bergman's Bakery, Millvale, and Clement F. Harris, Harris-Boyer Co., Johnstown. L. M. Cleland, Wesson Oil & Snowdrift Sales Co., Philadelphia, was named an associate director replacing A. C. McDowell, Commander - Larabee Milling Co., Reading.

—BREAD IS THE STAFF OF LIFE—

Courtesy Club Elects

PITTSBURGH, PA.—The Bakers Courtesy Club of Pittsburgh has elected the following officers to serve during this year: William E. Davis, Standard Brands, Inc., president; George E. Olson, Brolite Co., first vice president; William L. Giltenboth, Stover Co., second vice president; James F. Sherry, Russell-Miller Milling Co., secretary; E. R. Fultz, E. R. Fultz Co., treasurer; directors, Paul S. Eberly, Brolite Co.; J. R. Nicholas, Doughnut Corporation of America; C. B. Jewett, Jr., C. B. Jewett Co.; J. F. McConnell, General Mills, Inc., and Phil A. Mohler, flour broker.



Benson L. Skelton

Benson L. Skelton Named Southern Bakers Secretary

ATLANTA, GA.—Benson L. Skelton, Tallahassee, Fla., has been appointed secretary-treasurer of the Southern Bakers Assn. He will assume his duties at the SBA office in Atlanta Feb. 14.

Ralph Ward was recently elected president of the Southern Bakers Assn. An article on Mr. Ward appears on page 41 of this issue.

Mr. Skelton was born and reared in Atlanta, graduated from Tech High and attended Georgia Tech. His first connection with the industry was afternoon and vacation work in shipping, production, and the office of a wholesale chain bakery in Atlanta. This part time work was the basis of his promotion at a later date to cashier, which was followed by the assistant managership of the Birmingham, Ala. plant, transfer back to Atlanta as assistant manager, and manager of the Orlando, Fla. plant.

During 1936, Mr. Skelton was manager of one of the plants of a small group of wholesale bakeries in Valdosta, Ga., and in 1937 he assumed the managership of the Tallahassee Bakeries, which later became Flowers Baking Co. He retained the position of vice president and manager of this firm until its consolidation and removal from Tallahassee to Jacksonville.

Mr. Skelton has been State Representative for the National Foundation for Infantile Paralysis since 1951, with offices in Tallahassee.

In 1948, Mr. Skelton was elected to serve a two-year term on the board of governors of SBA, and also served as chairman of the legislative committee. He has also been active in association work in Florida, having assisted in the organization of the Florida State Bakers Assn., and serving two years as its secretary and two terms as its vice president.

A past president of the Rotary Club in Tallahassee, Mr. Skelton has served as vice president of the Florida Junior Chamber of Commerce, two 3-year terms as trustee of the Tallahassee Memorial Hospital, becoming Chairman of the Board of Trustees in 1954, has served three years on the Leon County Council, has been a director of the American Red Cross, Community Chest and Civic Music Assn., and is presently director of the Leon County Band Committee. He is a member of the Trinity Methodist Church, and served on the Board of Stewards for a number of years.



Bart L. Main

JOINS PAN FIRM — Jerome H. Debs, president of Chicago Metallic Manufacturing Co., has announced the appointment of Bart L. Main as sales engineer for Pan Coatings, Inc., a subsidiary of Chicago Metallic, engaged in cleaning, straightening, and glazing pans. Mr. Main's chemical background and previous employment experience in service to the public well qualifies him for service to the baking industry, Mr. Debs said. He will cover the midwestern states, and will assist James F. Nolan, vice president and general manager of Pan Coatings, Inc.

Mostly Personal...

Arthur Vos, Jr., president, Macklem Baking Co., Denver, was elected illustrious potentate of the El Jebel Temple, a Shrine position which includes jurisdiction of a membership of 7,325 in northern Colorado.

Harry T. Eggert, vice president of the National Biscuit Co., was elected president of the (New York) West Side Association of Commerce on Jan. 11. Mr. Eggert has been a director of the association since 1946 and vice president in charge of government for the past three years.

Ralph B. Potts, who has held the position of chief chemist and more recently, that of director of research for the Wichita (Kansas) Flour Mills Co., has just been named bakery sales engineer for the company.

Paul C. Nace, who went to work for American Machine & Foundry Co. in AMF's first plant in Hanover, Pa., in 1900 shortly after it was established, was presented the firm's merit award, the company's highest honor, by Morehead Patterson, AMF board chairman and president, on Jan. 12. Presentation of the award was the highlight of a "Paul Nace Night" dinner of the AMF Management Club in Brooklyn in honor of Mr. Nace who is now plant engineer of the Brooklyn plant at 5502 Second Ave.

Rex Paxton, director, public relations, Sutherland Paper Co., was a speaker at the 16th annual convention of the Private Truck Council

of America, Inc., in New York Jan. 20-21. **O. E. H. Froelich**, Ward Baking Co., was a panel member discussing consumer-manufacturer relationships.

A. B. Katzman, director of product development for the I. D. Co., New York City, sailed for England via the Queen Mary on Jan. 26, to visit Baret Ware factories there. He expects to stay in England about six weeks.

Richard Levy, secretary of the Kingston Cake Co., Wilkes-Barre, Pa., was guest of honor at a testimonial dinner held at Irem Temple Country Club. The testimonial was sponsored by friends of Mr. Levy. Mr. Levy is the son of **Reuben Levy**, president of the Kingston Cake Co.

Charles Forsberg, president, Altstadt & Langlas Baking Co., Waterloo, Iowa, was honored by being named "man of the month" in the publication, "Iowa Business and Industry Magazine." Nominations are made monthly by the Iowa Manufacturers Assn. A summary of his business career tells of his contributions to the baking industry and associations to which he belongs, as well as to the Chamber of Commerce, Republican party and civic enterprises.

New York Bakers Club Elects Arthur W. Drake

NEW YORK — Arthur W. Drake, Short Hills, N. J., was elected president of the Bakers Club, Inc., at the annual business meeting of the group held at the Sheraton-Astor Hotel here Jan. 27. He replaces Emil Fink, president of the Fink Baking Corp., New York.

Arthur C. Ebinger, Ebinger Baking Co., New York, was named first vice president; Walter J. Stockman of Raymond F. Kilthau, New York, was elected second vice president, and Ernest B. Keirstead, West Hartford, Conn., was reelected treasurer. Frank A. Lyon, New York, is secretary.

New members of the board of directors elected for a three year term include J. Paul Bryant, Fleischmann division of Standard Brands, Inc., New York; William E. Derrick, W. E. Derrick Co., New York; Emil Fink, Jones E. Mapes, Anheuser-Busch, Inc., New York; Edward A. McLaughlin, Ward Baking Co., New York; Everett J. Ranney, Ranney Sales Co., New York; E. L. Timberman, Continental Baking Co., Bronxville, N.Y., and Walter J. Stockman.

Elected for three year terms on the membership committee were John J. Bennett, National Yeast Corp., Belleville, N.J.; Robert S. Swanson, S. B. Thomas, Inc., New York, and Hyman Waitzman, American Bakeries Co., New York.

Harold H. Wender, Harry Wender, Inc., New York was presented with a certificate of membership in the "Quarter Century" Club, a group consisting of members who have been in the Bakers Club, Inc. for at least 25 years. A special table was set at the luncheon for this group.

The following were elected members of the Bakers Club, Inc. at the meeting: John Benkert, Benkert Bakery, Great Neck, L.I., N.Y., and Harold R. Field, Field's Baking Corp., New York.



BOSSSES' NIGHT—The sixth annual bosses' night sponsored by the Minnesota Allied Trades of the Baking Industry was sparked by this group of men who played prominent roles in the event Jan. 20 at the Radisson Hotel, Minneapolis. **M. J. Swanson**, Red Star Yeast & Products Co., left, has the group's attention. Seated, left to right, are: **L. C. Bolvig**, Procter & Gamble Distributing Co., and **R. M. Bates**, Rapinwax Paper Co.; back row, from the left: **Harold Hoffman**, Red Owl Stores, and **W. E. Lingren**, The American Baker. **Mr. Swanson** and **Mr. Bolvig** were in charge of the program, **Mr. Hoffman** was the main speaker, and **Mr. Lingren**, master of ceremonies. **Mr. Bates** is president of the allied group.

Minnesota Allied Trades' Sixth Bosses Night Attracts Good Crowd

MINNEAPOLIS—The sixth annual bosses' night of the Minnesota Allied Trades of the Baking Industry drew nearly 70 persons to the Radisson Hotel here recently. The get-together is sponsored every year by the allied trades to entertain their sales superiors and to outline the purpose of the organization.

R. M. Bates, Rapinwax Paper Co., Minneapolis, president of the association, opened the program by dispensing with regular business and recognizing visitors, introducing the bakers who have the various local and state bakers' association. **M. J. Swanson**, Red Star Yeast & Products Co., was co-chairman of this year's event with **L. C. Bolvig**, Procter & Gamble. **W. E. Lingren**, The American Baker, acted as master of ceremonies.

Harold Hoffman, in charge of production of Red Owl Stores, Inc., Hopkins, Minn., held the attention of the interested allies with his "notes from the buyer's side of the desk." He defined future trends in the baking industry as he saw them and paid tribute to the allied trades as a "genuinely necessary" adjunct to the progress of the baking industry.

"The housewife is the real boss—of both my business and yours," Mr. Hoffman emphasized. "When she wants to change her buying habits, we will change to accommodate her. If we don't we won't be in business." He stated that his supermarket will quit staying open in the evening "just as soon as the buyer signifies by her non-shopping that she doesn't want us to be open evenings."

Mr. Hoffman pointed out that in his many years in the baking industry his bakeries had tried firm loaves, specialty loaves and said that one of his biggest losses was in trying to merchandise enriched bread before the housewife was ready to accept it.

"I would like to bake a firmer loaf—I don't think the various soft-

eners do a thing for the quality of my bread—but as long as the buyer makes her way down the line of bread racks squeezing each loaf—I am going to use softeners."

The speaker spotlighted several trends directly affecting the industry when he said that supermarkets do 48% of all the grocery business today, and within 10 years will have 80% of the business. "There is room for the independent, of course," Mr. Hoffman said, "but he is going to have to be a big independent with supermarket-type services, because the buyer has positively indicated she wants self-service."

Recently his store put in one freezer case stocked with frozen Brown 'n Serve bakery products. Mr. Hoffman predicted that 50% of bakery market space in the next decade will be in freeze cases, and he feels that in 15 years 75% of any large grocery store will be devoted to freeze cases.

Mr. Hoffman closed with an admonition to the salesman: "Ask 'how is my product doing?' every once in a while instead of 'what do you need today?'—if it isn't doing so well you have given your customer a chance to say so and yourself a chance to remedy the failure. If the buyer says 'fine' you can rest easy with confidence in yourself and your products."

New York Production Men Hold Panel Session

NEW YORK — Modern-day baking was the theme of a panel discussion conducted at the Jan. 10 meeting of the Metropolitan Bakery Production Club, Inc., held here. A record attendance highlighted the first meeting of the new year.

Panel members answering various questions submitted on the subject were **Arthur G. Hackett**, Drake Bakeries, Inc.; **Fred Renschler**, H. C. Bohack Co.; **B. Waldman**, Messing Bakeries; **Herman Tyor**, Wheatality Baking Corp.; and **Glenn Strachan**, Ward Baking Co.

After being answered by a panel member, questions were open to discussion from the floor.

The next meeting of the group will be held Feb. 7.



Bert Jassoy

VICE PRESIDENT—Named vice president in charge of production for the Regan Bros. Co. plant in Minneapolis, and the Holsum bakeries at Fargo, N.D., and Mason City, Iowa, at the company's annual meeting Jan. 26 was **Bert Jassoy**. Mr. Jassoy has been a director since 1949. Other officers were reelected. They are **W. M. Molan**, president and treasurer; **E. R. Booth**, vice president and general manager, and **John Farley**, secretary. All are from Minneapolis. Mr. Jassoy is president of the Northwest Production Mens Club and a member of the board of managers of Dunwoody Industrial Institute, Minneapolis.

CONTINENTAL UP

NEW YORK—R. Newton Laughlin, president of Continental Baking Co., stated Feb. 1 that net sales of Continental during the fiscal year ended Dec. 25, 1954, amounted to \$212,510,101, compared with \$198,844,653 during the year 1953, an increase of approximately 6 1/4%, and that net profit after federal income taxes during the year 1954 amounted to \$5,703,989, compared with \$5,654,438 during the year 1953.

George N. Graf Heads Loyal Loafers Group

CHICAGO — All officers of the Royal Order of Local Loafers were reelected recently and two bakers and two allied tradesmen were elected to serve three year terms on the ROLL board of directors, George N. Graf, Head Loafer has announced.

Reelected with Mr. Graf, general manager, Quality Bakers of America Cooperative, New York, were M. G. Rhodes, Standard Brands, Inc., New York, assistant head loafer, and Tom Deuschle, Bakers of America Program, Chicago, head checker.

Elected to serve on the board of directors were E. A. McLaughlin, Ward Baking Co., New York; Tom Flood, Burny Bros., Inc., Chicago; Tom Dillon, Ekco Products Co., Chicago; and Walter J. Warrick, J. R. Short Milling Co., Chicago.

In addition, the directors appointed six bakers and four allied tradesmen to the advisory committee, the guiding body of the Loyal Loafers. They are: John C. Koetting, Fehr Baking Co., Houston, Texas; Albert Gordon, Gordon Bread Co., Los Angeles, Cal.; Roy R. Peters, Butter Krust Bakeries, Inc., Lakeland, Fla.; Otto Dreikorn, Dreikorn's Bakery, Inc., Holyoke, Mass.; William E. Maier, Maier's Bakery, Inc., Reading, Pa.; Herbert Ungles, Ungles Baking Co., Des Moines, Iowa; Paul Guignon, Anheuser-Busch, Inc., St. Louis, Mo.; Herman Englander, Merck & Co., Rahway, New Jersey; J. A. Kirkman, Red Star Yeast & Products Co., Milwaukee, Wis.; and Paul A. Newmeyer, General Mills, Inc., Salt Lake City, Utah.

They will serve with A. Guckenberger, Ward Baking Co., New York, N.Y.; Edward Hostettler, Federal Baking Co., Winona, Minn.; Harry Green, Standard Brands, Inc., New York, N.Y.; Arthur Levy, Joe Lowe Corp., New York, N.Y.; Phil Rundquist, Marathon Paper Co., Menasha, Wis.; and El Simonyi, Doughnut Corp. of America, New York, N.Y.

Other members of the board of directors are: Arthur K. Jordan, Jordan Baking Co., Tacoma, Wash.; Graham McGuire, Lakeland Bakeries, Inc., St. Cloud, Minn.; C. J. Regan, Interstate Bakeries, Inc., Chicago; Ray Ping, M. Erickson Bakery Co., LaCrosse, Wis.; M. G. Rhodes, Standard Brands, Inc., New York, N.Y.; Ralph S. Herman, General Mills, Inc., Minneapolis, Minn.; Harvey Patterson, Pillsbury Mills, Inc., Minneapolis, Minn.; and Jack Conrad, Pollock Paper Co., New York, N.Y.

Consultants to the Loafer organization are Walter Clissold, Baking Industry Magazine, Washington, D.C.; Frank W. Cooley, Jr., The American Baker, Minneapolis, Minn.; James Phelan, Bakers Weekly, New York, N.Y.; and Clifford Webster, Bakers Review, New York, N.Y. Mr. Graf and Mr. Deuschle are also board members at large.

Ward's Baking Net Declines Despite Steady Sales

NEW YORK — The Ward Baking Co. recorded a decrease in net earnings for the year 1954 although sales for the year were the second highest on record, being exceeded only by previous year's high, Faris R. Russell, chairman of the board, said Jan. 25 in the firm's annual report.

Mr. Russell told the stockholders that sales in 1954 were \$95,240,525, compared with \$96,131,984 in 1953. Net earnings after all charges, including provisions for federal income taxes, were \$1,538,785, compared with \$2,769,029 in 1953. The margin of profit on each \$100 of sales was \$1.23 in 1954 compared with \$2.21 in 1953.

Three principal factors combined to produce the lower net earnings, Mr. Russell said. He reviewed 1954 as a year in which sales were adversely affected by intensified competition within the industry and by the cut-price bread competition from chain stores. Depressed business conditions with consequent unemployment in several of the company's more important markets in which there is a high concentration of coal mining and industrialization, particularly those of the steel, automobile, and related industries, also affected sales and profits.

Labor costs increased during the year as wage rates and supplemental wage benefits took another upward turn during 1954. At the same time, the board chairman declared, the company was forced to pay higher prices for flour of the proper grade than at any time since the end of World War II.

Mr. Russell said that after dividends on the preferred stock, earnings on 785,075 shares of common stock outstanding at the end of 1954 were \$1.54 per share. In 1953 the earnings on 780,275 shares of common stock were \$3.12 of which approximately 30¢ per share represented profits on real estate sold that year.

The quarterly dividend on the common stock of 45¢ which was established in 1953 was paid during the year, making a total payment of \$1.80 per share for the year, as compared with the total of \$2 paid in the past five years. The directors decided not to declare a year-end extra dividend.

Looking to the year ahead, Mr. Russell told stockholders that the increase in industrial activity in the steel and automotive areas, generally improved economic conditions throughout the country, and the steady growth in population give promise of an improved sales and profit position in 1955.

To further assist this picture, he said, the Ward Baking Co. is "giving continued attention to improvement of quality and type of products and greatly expanding its advertising and merchandising program."

BAKERY SALES STEADY

WASHINGTON—November, 1954, sales of bakery products in retail establishments remained at the level similar to November, 1953, figures, according to the U.S. Department of Commerce. Sales were up 2% in November, 1954, compared with October, 1954. Sales during the first 11 months of 1954 were 2% above those for a similar period in 1953.

CONVENTION CALENDAR

Feb. 6-8—Tri-State Bakers Assn.; Jung Hotel, New Orleans, La.; sec., Sidney Baudier, Jr., 624 Gravier St., New Orleans 12, La.

Feb. 11-13—Bakers Assn. of Carolinas; The Carolina, Pinehurst, N.C.; Sec., Louise Skillman, 2608 Portland Ave., Charlotte, N.C.

March 4-5—Baking Industry Sanitation Standards Comm.; Edgewater Beach Hotel, Chicago, Ill.; sec., Raymond J. Walter, 511 Fifth Ave., New York 17.

March 6—Bakery Equipment Mfrs. Assn.; Edgewater Beach Hotel, Chicago, Ill.; sec., Raymond J. Walter, 511 Fifth Ave., New York 17.

March 7-10—American Society of Bakery Engineers; Edgewater Beach Hotel, Chicago, Ill.; sec., Victor E. Marx, 1354 LaSalle-Wacker Bldg., 121 W. Wacker Drive, Chicago 1, Ill.

Mar. 13-15—New York State Assn. of Manufacturing Retail Bakers, Inc.; Hotel Syracuse, Syracuse, N. Y.; Gen. Chmn., John McNamara, 118 E. Fayette St., Syracuse 2, N. Y.

March 22-23—South Dakota Bakers Assn.; Cataract Hotel, Sioux Falls; Sec., William J. Fetter, P.O. Box 431, Rapid City, So. Dak.

Mar. 26-27—Western Carolina Retail Bakers Assn.; Franklin Hotel, Spartanburg, S.C.; Sec., Lewis Cox, Standard Brands, Inc., Columbia, S.C.

April 12—Pennsylvania Div. No. 4, Allied Trades of the Baking Industry; Abraham Lincoln Hotel, Reading, Pa.; Sec., J. C. Hendrickson, Standard Brands, Inc., 3919 "M" Street, Philadelphia 24, Pa.

April 14-16—Southern Bakers Assn.; Vinoy Park Hotel, St. Petersburg, Fla.; sec., E. P. Cline, 703 Henry Grady Bldg., Atlanta 3, Ga.

April 17-19—Texas Bakers Assn.; San Antonio; Sec., Nell DeLancy, 1316 W. Twohig St., San Angelo, Texas.

April 18-20—Pacific Northwest Bakers Conference; Multnomah Hotel, Portland, Ore.; sec., Roger Williams, 1138 Jefferson St., Salem, Ore.

April 21-24—Rocky Mountain Bakers Assn.; Broadmoor Hotel, Colorado Springs, Colo.; Sec., Fred Linsenmaler, Box 871, Denver 1, Colo.

Apr. 24-26—Oklahoma-Arkansas Bakers; Biltmore Hotel, Oklahoma City; Sec., Paul Bunch, Standard Brands, Inc., Oklahoma City, Okla.

April 24-27—Associated Retail Bakers of America, Sans Souci Hotel, Miami Beach, Fla.; sec., Trudy Schurr, 735 W. Sheridan Road, Chicago 13, Ill.

April 26-27—Allied Trades of the Baking Industry of Southern California; Sec., Phil Seitz, P.O. Box 518, Montrose, Cal.

Apr. 30-May 2—Southwest Bakers Assn.; Cortez Hotel, El Paso, Texas; Sec., J. R. L. Kilgore, P.O. Box 127, Albuquerque, N.M.

May 1-4—Biscuit and Cracker Manufacturers' Assn.; Drake Hotel, Chicago; Sec., Walter Dietz, 20 North Wacker Drive, Chicago 6, Ill.

May 9-10—Associated Bakers of Minnesota; Radisson Hotel, Minneapolis; sec., J. M. Long, 623 Fourteenth Ave. S.E., Minneapolis 14, Minn.

May 10-11—Iowa Bakers Assn.; Savory Hotel, Des Moines; Sec., Norman X. Swenson, 113 So. Court St., Ottumwa, Iowa.

May 15-19—American Association

of Cereal Chemists; Chase Hotel, St. Louis, Mo.; Sec., Clint Brooke, Merck & Co., Rahway, N.J.

June 4-6—Pennsylvania Bakers Assn.; Bedford Springs Hotel, Bedford, Pa.; sec., Theo Staab, 5700 N. Broad St., Philadelphia.

June 11-14—New England Bakers Assn.; Equinox House, Manchester, Vt.; Sec., Robert E. Sullivan, 51 Exeter St., Boston, Mass.

June 11-13—Bakers Assn. of the Carolinas; Ocean Forest Hotel, Myrtle Beach, S. C.; Sec., Louise Skillman, 2608 Portland Ave., Charlotte, N. C.

June 20-22—Potomac States Bakers Assn.; the Cavalier Hotel, Virginia Beach, Va.; sec., Emmet Cary, 16 McClellan Place, Baltimore 1, Md.

July 24-26—West Virginia Bakers Assn.; Greenbrier Hotel, White Sulphur Springs; Sec., Edward R. Johnson, 611 Pennsylvania Ave., Charleston, W. Va.

Sept. 11-12—Virginia Bakers Council, Inc.; Natural Bridge, Va.; Sec., Harold K. Wilder, 5 S. 12th St., Richmond, Va.

Oct. 1-6—Baking Industry Exposition (American Bakers Assn., Bakery Equipment Manufacturers Assn.), Atlantic City, N. J.; Sec., Harold Fiedler, American Bakers Assn., 20 N. Wacker Drive, Chicago 6, Ill.

Oct. 6-8—Natl. Bakery Suppliers Assn.; Shelburne Hotel, Atlantic City, N.J.; sec., Philip W. Orth, Jr., 304 E. Florida St., Milwaukee, Wis.

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April 8-11—Associated Retail Bakers of America; Hotel Sherman, Chicago; Sec., Trudy Schurr, ARBA, 735 W. Sheridan Road, Chicago 13, Ill.

POTOMAC STATES

(Continued from page 14)

cline in home baking and an increase in population. Home baking is still declining as far as we know, but of course at a much slower pace than in the period of from 1920 to 1950."

Election and installation of officers for 1955 were handled by Mr. Grill. A list accompanied this report.

A. R. Fleischmann, Standard Brands, Inc., New York, speaking on the allied man's place in the baking industry, said that he is actually an integral and important part of the baking industry. "His success depends on the baker's success. For him to prosper, the baker must first prosper. Accordingly, the primary objective of every smart allied man is the progress of the individual baker and that of the industry as a whole."

"It seems to me that the responsibilities of allied men fall into two major categories:

"First, what about his products, his sales policy and practices? Today the conscientious allied tradesman makes sure that the commodity he sells will help the baker produce uniform, high-quality baked goods in an efficient manner. In selling his wares, the conscientious allied tradesman puts himself in the place of the baker and does not try to induce him to buy and use anything he would not buy and use if their situations were reversed."

"This is just another way of saying that the conscientious allied man practices the Golden Rule in his relationship with the baker. It is just

another way of citing one of the clauses in the published code of ethics of the Allied Trades of the Baking Industry, Inc.

"The second responsibility of the allied man to the baker is service. This service is two-fold: service to the individual baker who buys his wares and service to the baking industry as a whole."

The baker must constantly be on the alert to protect the margin that exists between manufacturing costs and retail sales, John A. Wagner, American Stores, Inc., Philadelphia, said in a timely address.

"Not much can be done in the direction of retail because of certain limitations due to competition, however, by taking steps to improve the efficiency of operation, manufacturing costs can be kept in line. The bakery cannot be operated from a desk, a golf course or a card game. The baker must get into the plant and constantly be on the lookout for improvements that can be made. Any savings that are realized in manufacturing costs only go one place and that is to the net profit column."

"Now if we want to improve the efficiency of operation, there are certain controls that we must observe, for example: When we speak of ingredient costs we normally speak of the price we pay per pound for eggs, the price we pay per pound for sugar, and the price we pay per pound for flour and other ingredients, however, this can be misleading. In order to obtain a good overall picture as to our efficiency in accounting for ingredients, we must set up a control whereby we check formula usage against actual usage. For example: If a formula calls for 20 lb. eggs and we make 20 batches in a week, then according to our formula usage we should have used 400 lb. eggs, but if on the other hand our inventory reveals that we have actually used 450 lb. eggs then the original cost that we paid for the eggs is increased by 12.5%. This control can be set up on a monthly, weekly or even daily basis if necessary and when discrepancies occur, they usually can be traced to some careless individual who for con-

venience sake, either changes the formula or is careless in scaling the ingredients."

Scaling, wrapping expense, and scheduling were also touched on by Mr. Wagner in his discussion.

Mrs. Edward V. Weston and her committee presented a fashion show, in which the wives of the members did the modeling, at the ladies luncheon Monday noon.

Entertainment for the dinner dance Tuesday night was provided by Charles W. Cowan, Baltimore.

At the Allied Trades annual convention meeting, president Ed Weston outlined a very intensive program for

1955 with the thought in mind of making No. 3 "The Division."

POTOMAC STATES BAKERS ASSN.

Election of Officers for 1955

President: James G. Stephanson, Stephanson's Bakery, Washington, D.C.

Vice president: John A. Kreiling, Community Baking Co., Cumberland, Md.

Vice president: Charles A. Spelsberg, Sanitary Baking Co., Clarksburg, W. Va.

Vice president: John I. Bowman, Bowman's Bakery, Roanoke, Va.

Vice president: Henry C. Steinle,

Steinle's Bakery, Wilmington, Del. Vice president: Charles J. Schupp, Schupp's Bakery, Washington, D.C.

Treasurer: Anton Hagel, Hagel's Bakery, Baltimore, Md.

Directors are John Hauswald, Hauswald Bakery, Baltimore, Md.—1955; Kenneth A. Rice, Star Baking Co., Crisfield, Md.—'55-56; Robert N. Winfree, Lynchburg Steam Bakery, Lynchburg, Va.—'55-56; Guy N. Belcher, Conlon Baking Co., Charleston, W. Va.—'55-56.

Allied representatives are Bennett G. Erdman, Glaco-Potomac Co., Baltimore, Md.; Thomas B. Hough, broker, Elkridge 27, Md.

THESE LEADING FIRMS WERE ADVERTISERS IN THE 1954 ALMANACK

Alden, Vern E., Co.
American Molasses Co.
Appraisal Service Co.
Archer-Daniels-Midland Co.
Atkinson Milling Co.
Barr Shipping Co.
Bjornstad, Asbjorn P.
Blodgett, Frank H., Inc.
Bunge Corporation
Burrus Mills, Inc.
Cargill, Inc.
Chase Bag Co.
Chicago Board of Trade
Chubb & Son
Commander-Larabee
Milling Co.
Continental Grain Co.
D. C. A., Inc.
De Boer, W., & Co.
Delta Flour Mills, Ltd.
Early & Daniel Co.
Eckhart, B. A., Milling Co.
Einfuhrhandel Mannheim
Farmers Union Grain
Terminal Assn.
First National Bank
Fisher Flouring Mills Co.
Fulton Bag & Cotton Mills
Furnigation Engineering
Corp.

General Mills, Inc.
Gray, A. R., Ltd.
Grippeling & Verkleij
Hallett & Carey Co.
Harris County Houston
Ship Channel Navigation
District
Holt, Lowell, & Co.
Hunt Milling Corp., Ltd.
Inland Mills, Inc.
International Milling Co.
Johansen, Anth., & Co.
Jones-Hettelsater Construction Co.
Justesen, Brodr.
Klimpton, W. S., & Sons
King, H. H., Flour
Mills Co.
Knappen Milling Co.
Lamson Bros. & Co.
Leval & Co., Inc.
Loken & Co., a/s
Long, W. E., Co.
Luchsinger, Meurs & Co.
Lykes Bros. Steamship
Co., Inc.

Macdonald Engineering Co.
Madsen, Otto
Marsh & McLennan, Inc.
Meelunie, N. V.
Mennel Milling Co., The
Midland Flour Mills, Ltd.
Miller Publishing Co.
Mitchell, Hutchins & Co.
Monsanto Chemical Co.
Montana Flour Mills Co.
Nellis Feed Co.
Norenberg & Belshelm
Norris Grain Co.
North Dakota Mill &
Elevator
Novadel-Agene Corp.
Omaha Grain Exchange
Osborne McMillan
Elevator Co.
Osieck & Co., v/h
Patches Appraisals
Pillman & Phillips
Pillsbury Mills, Inc.
Preston-Shaffer Milling Co.
Rice, Daniel F., & Co.
Richmond Mfg. Co.

Ruoff, A., & Co.
Russell-Miller Milling Co.
Russell, D. T., & Baird, Ltd.
St. Cloud Milling Co.
Scully, Armand
Sheridan Flouring Mills
Simonds-Schields-Theis
Grain Co.
Skandinavisk Mel-import
Smith, Sidney, Ltd.
Smyth & Co., Ross T., Ltd.
Springfield Milling Corp.
Staley Milling Co.
Standard Milling Co.
Stannard, Collins &
Co., Ltd.
Stratton Grain Co.
Thomas, Vaughan, &
Co., Ltd.
Tri-State Milling Co.
Uhlmann Grain Co.
Van Dusen Harrington Co.
Victor Chemical Works
Wallace & Tiernan, Inc.
Ward Feed Co.
Williams, H. R., Mill
Supply Co.
Wilson, Wirt, & Co.
Witsenburg, M., Jr., N. V.
Zeleny Thermometer Co.

Place your Advertising Early Final forms close
March 1st

For The Northwestern Miller

1955 ALMANACK

Where your advertising is seen throughout the year by all readers of *The Northwestern Miller*. Significant to every advertiser desiring to reach the Feed, Grain, Flour and Baking industries will be the 1955 ALMANACK edition of *The Northwestern Miller*.

This invaluable reference book will be received by all readers of *The Northwestern Miller* as a Section Two of the April 26, 1955, issue. The new Almanack will continue and expand the valuable statistical and informational service regarding crops, production, regulations, etc., for which this annual edition serves as an ever-handly "reference library."

Your advertising message will be seen time and again throughout the year in the Almanack as this indispensable volume will be retained and referred to repeatedly by readers who will be most receptive to your advertising.

Send in your space reservation today and assure yourself ample time in which to prepare your advertising copy, which can be accepted not later than March 1. Use the handy space reservation form below. Mail it today.

Features of the 1955 ALMANACK will be these departments, with their own material, such as

FLOUR—GRAIN—BAKING—

Packaging Laws Wheat Standards State Baking Laws
Production Corn Standards List of Industrial Movies
Exports and Imports Contract Grades List of Baking Schools
World Import Duties Elevator Capacity Census Report
List of Largest Bakeries

FEEDS—FOREIGN—

Rules Governing Feed Trade Regulations
Definitions of Grain By-Products Bleaching Flour,
Feedstuffs Analysis Table Self-rising Flour
Farm Animal Population Packaging
State Laws

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ALMANACK, Advertising Dept.

The Northwestern Miller

P.O. Box 67

Minneapolis 1, Minn.

Please accept our order for an advertisement inches deep by columns wide to appear in the April 26, 1955, ALMANACK edition of *The Northwestern Miller*.

FIRM NAME

ADDRESS

SIGNED DATE

**BIG
PROFIT
NEWS
for
BAKERS**

See pages 35-38



DEATHS

Everett A. Wilsher, 65, former president of Michigan Bakeries, Inc., Grand Rapids, Mich., died recently at Daytona Beach, Fla. Well known in the baking industry, he was formerly president of the Michigan Bakers Assn. and earlier in his career had been associated with the Gordon Baking Co. He took up residence in Daytona Beach four years ago after retiring from the baking industry. Surviving is his widow, Marge, and a son, Robert.

John A. Hafner, 62, a vice president of Wilson & Co., Inc., died Jan. 11. A native of Chicago, Mr. Hafner attended Northwestern University. In 1909 he joined the bookkeeping department of Sulzberger & Sons, predecessor of Wilson & Co., Inc. Mr. Hafner handled various positions in Wilson's insurance department and refinery divisions with time out for

Army service in 1918-19. He returned to Wilson & Co., later being placed in charge of the insurance department. In 1938 he was named to head the refinery division. He was elected a vice president of the firm in 1946. He is survived by his widow, Irma, and three children, Jeanne Adele Hafner, Mrs. Marilyn Kehl and John, Jr.

James E. Dibble, father of Robert Dibble of Interstate Bakeries, Inc., Kansas City, died in Kansas City Jan. 7. Funeral services and burial were Jan. 10 in Hastings, Mich., former home of Mr. Dibble.

Chester Howe, 58, Milwaukee division manager for Red Star Yeast & Products Co., and associated with the company for approximately 25 years, died Jan. 23. Mr. Howe started as a routeman in Milwaukee. Later he was named branch manager at Battle Creek, Mich. and then supervisor at St. Paul. Before returning to Milwaukee as district manager, he had served as Omaha branch manager.

George Wohlleb, 64, a baker in Louisville since 1919, died recently at his home. He and three sons have operated a bakery at 3600 W. Broadway for the past 21 years. Mr. Wohlleb was a member of the Master Bakers' Association in Louisville. He had taken an active part in his business until about two years ago when he became ill.

Help Yourself to Health!



HOT SPRINGS
NATIONAL PARK, ARKANSAS

Health and happiness are always in season—and there's no better place to give them a boost than Hot Springs!

A staff of expert attendants is maintained in the Majestic Hotel Bath Department. Under their skilled treatment, you will find glowing health and contentment replace aches, tension and worries.

And remember, our Bath House is operated in accordance with regulations prescribed by the National Park Service of the U. S. Government's Department of the Interior.

MAJESTIC HOTEL
APARTMENTS
BATHS COTTAGES

Excellent outdoor recreational and sports facilities are maintained for the exclusive use of Majestic Hotel guests.

Write today for further information

B-E-T-S

NOW AVAILABLE IN
2 FORMS

THE ORIGINAL BREAD ENRICHMENT TABLETS

Contains Ferrous Sulfate, the most highly assimilable form of iron, an exclusive feature—at no extra cost.

B-E-T-S WITH VITAMIN D

Another first for B-E-T-S. Addition of "sunshine" Vitamin D means extra sales appeal.

Write or wire for full information

Sterwin Chemicals
Subsidiary of Sterling Drug Inc.
1450 BROADWAY NEW YORK 18, N. Y.
Pioneers in Food Enrichment

MICROFILM EDITION OF THE AMERICAN BAKER NOW AVAILABLE

FOR LIBRARIES AND COMPANIES with microfilm facilities, The American Baker is now available in microfilm form, beginning with volume 18, covering the complete set of issues for the year 1950 and continuing through volume 21, for the year 1953. Subsequent volumes will be issued annually by University Microfilms, Ann Arbor, Mich.

One of the most pressing problems facing all types of libraries is that of providing adequate space for a constant flood of publications. Periodicals pose an especially difficult problem because of their bulk and number. For this reason, many libraries and other users of microfilm equipment are substituting microfilm editions for their paper copies after the latter have passed their period of maximum use.

The microfilm is in the form of positive microfilm, furnished on suitably labeled metal reels, each covering an entire volume. Orders should be addressed to University Microfilms, 313 N. First Street, Ann Arbor, Mich. The cost of each yearly edition is approximately \$3.55.

Bakers Meet With Allies in Wisconsin

MILWAUKEE—A round table on "What the Baking Industry Expects of Allied Firms and Associations" featured the Jan. 21 meeting of the Wisconsin Flour & Bakers Allied Trades Assn. at Hindman's Restaurant.

Guest speakers for the baking industry were Joe Vann, Vann's Pastry Shops, Milwaukee, and president of the Wisconsin Bakers Assn., and Eric Milisch, Jaeger Baking Co., Milwaukee, representing the wholesale interest of the industry in this area.

Suggested by the baker representatives was an increased activity of the allied firms through their service men in promulgating information and new ideas in production, or products, and similar subjects. It was also urged that the allied firms "talk up" to a greater extent sanitation among bakers, and give more assistance in helping bakers interpret local and state sanitary laws affecting the industry.

President Ray Pinczowski, Ph. Orth Co., bakery supply firm, announced the following standing committee chairmen: H. W. Cox, Bear-Stewart Co., membership; Bernhard Schmidt, Wesson Oil and Snowdrift, demonstrations; Ray Burck, Bay State Milling Co., flour; M. A. Lee, Procter & Gamble, convention; T. J. Hein, T. J. Hein Co., bakery technology.

Elected to membership in the association was William Manschot, flour broker and son of the late George Manschot, a founder of the allied group in Wisconsin and long identified in the former Kern & Manschot Co., flour and brokerage firm.

—BREAD IS THE STAFF OF LIFE—

Harold M. Freund Named to Bakery Board

ST. LOUIS — Harold M. Freund, plant manager of the Walter Freund Bread Co., has been elected vice president of the bakery by the Freund board of directors.

He has been associated with the bakery since 1936 and has served as plant manager responsible for all production operations, plant improvement and expansion, and product development for the past five years. Prior to coming to Freund's, he worked in a number of bakeries from coast to coast in all phases from pan-greasing to house-to-house selling and attended the American Institute of Baking, Chicago.

Mr. Freund was one of the organizers and first president of the Greater St. Louis Bakery Production Club and is chairman of its scholarship committee. He is chairman of the publications committee of the American Society of Bakery Engineers. Active in civic affairs, he has held numerous posts in Boy Scout and Community Chest campaigns.

He is the son of the late Albert B. Freund, who was secretary of the company from 1921 to his death last June.

Mr. Freund will continue to serve as plant manager and will participate in forming bakery policy as a member of its board of directors.

—BREAD IS THE STAFF OF LIFE—

CAMPBELL-TAGGART PAYS 20¢

DALLAS, TEXAS—The directors of Campbell-Taggart Associated Bakers, Inc., have declared a regular 20¢ quarterly dividend and an extra, year-end dividend of 20¢ on its common stock, payable Jan. 5 to stockholders of record Dec. 27.

Biscuit and Cracker Manufacturers Prepare May 1-4 Meeting Plans

CHICAGO—The 52nd annual joint meeting of the Biscuit & Cracker Manufacturers Association of America and the Independent Biscuit Manufacturers Co., Inc., will be held May 1-4 at the Drake Hotel, Chicago.

J. S. Vander Heide, Holland-American Wafer Co., Grand Rapids, Mich., BCMA president, and Frank Delaney, Midwest Biscuit Co., Burlington, Iowa, IBMC president, will preside at the meetings.

The convention will open May 1 with a luncheon meeting of the technical institute committee of the IBMC. Registration will start May 2, when the annual Field Day will be held at the Elmhurst Country Club. The day is sponsored by the allied trades group committee headed by J. T. Cusack, Central Waxed Paper Co., Chicago, and consists of golf, games, luncheon and dinner.

WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

HELP WANTED

BAKERY SALESMAN — ONE OF THE country's major milling firms has an immediate opening for an experienced salesman in the Milwaukee area, handling a complete line of bakery flours. Company offers salary plus commission, car and excellent benefits program. Address 453, The American Baker, 141 W. Jackson

MACHINERY WANTED

WANTED—ONE ARTOFEX MIXER, 1½ OR 2 bbl. size, preferably with two stainless bowls. Pet-Ritz Foods, Beulah, Mich.

WANTED TO BUY ONE ARTOFEX MIXER, two-barrel size preferred, with stainless steel bowls. Also automatic pie making equipment suitable for making f chicken, turkey and beef pies. Tony Downs Foods Co., St. James, Minn.

BAKERIES FOR SALE

FOR SALE—BAKERY BUSINESS, GOOD location in small town. Selling out because of old age. Modernly equipped: three show cases, one 4-deck Vulcan gas oven, fryer, dough mixer, dough divider, proof box; also new bread slicer. Average weekly income \$400. Will sell for \$2,500 cash. Inquire Boonville Bakery, Mr. John Faber, 154 Main St., Boonville, N. Y.

BUSINESS OPPORTUNITIES

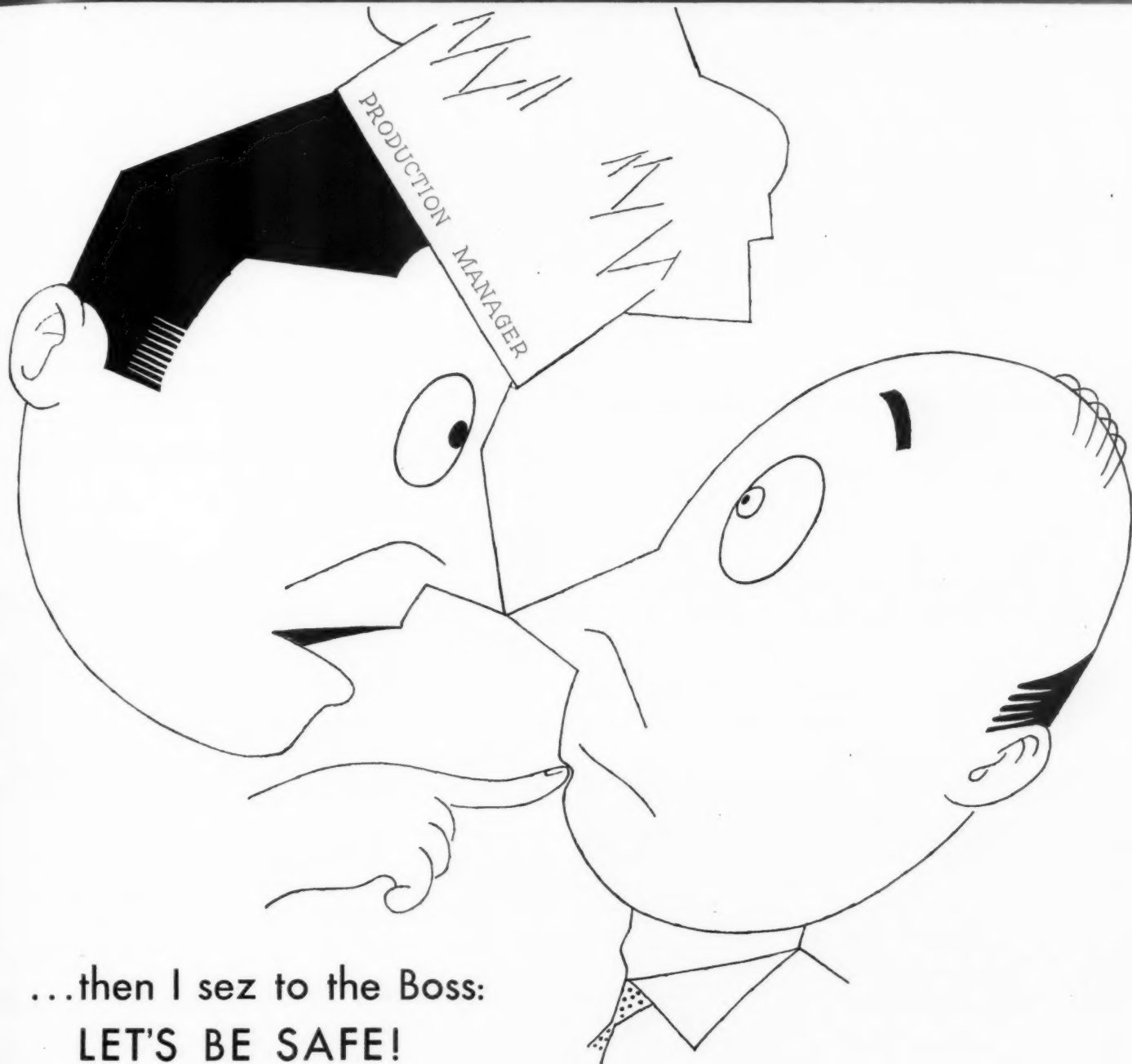
BAKERY COFFEE SHOP

In South Dakota town of 1,500. All modern equipment. Business volume about \$50,000 annually. Picture submitted upon request. \$3,500 down, plus stock. This is above average. Closed Sundays. Address 414, The American Baker, Minneapolis 1, Minn.

BAKERY WANTED

BAKERIES WANTED—WE HAVE BUYERS for all types of bakeries. Mail us your listings or inquiries. Murray Bloom, 26 Court St., Brooklyn, N. Y.

If the bakery production managers bought the flour, they tell us we couldn't make enough DRINKWATER FLOUR!



...then I sez to the Boss:
LET'S BE SAFE!

You can shop for those "bargains" if you want to ...
but, *FIRST* — buy at least 50%*

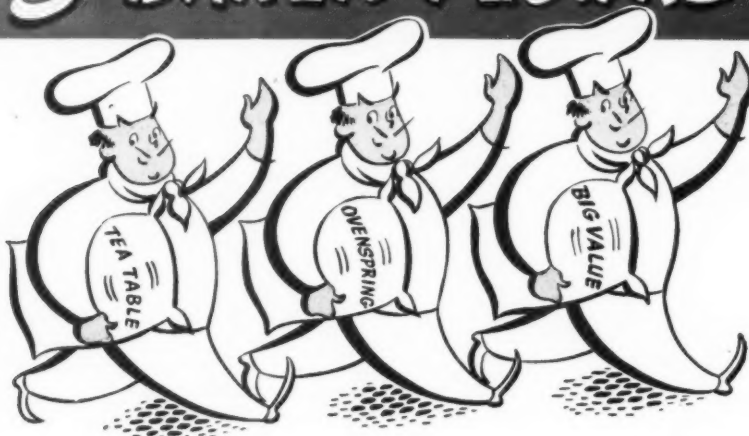
DRINKWATER FLOUR

In the shirtsleeves end of the baking business, you learn fast that quality ingredients make quality products. And cost less in the end!

MORTEN MILLING CO., DALLAS, TEXAS

*P.S. ...and 100% is better if you want to make the best loaf in town!

3 BAKER FLOURS



A COMPLETE BULK FLOUR SERVICE FOR THE BAKING INDUSTRY

The Weber Flour Mills Company, in conjunction with Econo-Flo Bulk Flour Service, Inc., now offers the following complete bulk flour service.

- (1) Bulk rail cars are now available for the movement of Weber flours in shuttle service from the Weber mill to bakers.
- (2) Bulk flour terminals are being constructed at strategic points to give faster service and to provide bulk truck delivery in certain metropolitan areas.
- (3) Specially designed trucks for low cost bulk flour hauling are being made available at certain strategic points.
- (4) Econo-Flo Bulk Flour bins and handling equipment with a record of proven success based on actual usage are now available to the baking industry.

"A real service to the baking industry is our only objective."

THE WEBER FLOUR MILLS CO.
SALINA, KANSAS

Uniformity

the priceless quality in flour

yours always with . . .

Acme-Evans Flours



ANGELITE—cake flour
COOKIE KING—cookie and dough-up flour
CRACKER KING—cracker sponge flour
GRAHAM KING—100% soft wheat graham
PASTRY KING—low viscosity flour

Progressive Milling Since 1821

ACME-EVANS COMPANY, INC., INDIANAPOLIS 9, IND.

**109 YEARS OF MILLING EXPERIENCE
PLUS MODERN LABORATORY CONTROL
ASSURES THE BAKER EXCELLENT RESULTS WITH:**



HUMMER—Spring Hi-Gluten
LIBERTY—Short Spring Patent
BEST PATENT—Standard Spring Patent
SPECIAL—Extra Strong Spring Patent
STRONG BAKERS—First Spring Clear
CAKE and PASTRY FLOURS
RYE—White • Medium • Dark

GEORGE URBAN MILLING CO. BUFFALO, N. Y.

Centennial FLOURING MILLS CO.

GENERAL OFFICES: 340 CENTRAL BLDG., SEATTLE 4, WASH.

DOMESTIC AND EXPORT MILLERS • DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT

GOLD DROP PIE and COOKIE FLOUR
PYRAMID CONE FLOUR
CENTENNIAL CAKE FLOUR
BLUESTEM and **HARD WHEAT** BAKERS FLOURS

6,500,000
Bushels
Country and
Terminal
Storage



NEW SPOKANE MILL... ONE OF
THE WORLD'S MOST MODERN

MILLS AT SPOKANE • WENATCHEE • RITZVILLE • PORTLAND

DIXIE LILY

Plain and Self-Rising

A Flour Without Equal
Anywhere

BUHLER
MILL & ELEVATOR CO.

- Mill & Gen. Offices, Buhler, Kansas
- Southern Regional Office, 934 Exchange Bldg., Memphis, Tenn.

Strong, Bakers' Patents

SPRING PILOT
KANSOTA
KANSAS PILOT

ROANOKE CITY MILLS, INC.

"Finest in the South"
ROANOKE VIRGINIA

Country-Milled
from Country-Run
Wheat located in
the heart of
America's foremost
wheat producing
section.

**INDEPENDENT
OWNER
MANAGED**

The
WALL-ROGALSKY MILLING CO.
• McPHERSON, KANSAS •

Mr. Baker

Take a

LOOK

At This Bulk Flour Service

The Gooch Milling & Elevator Company, in conjunction with Econo-Flo Bulk Flour Service, Inc., now offers:

- 1 Bulk rail cars are now available for the movement of Gooch flours in shuttle service from the Gooch mill to bakers.
- 2 Bulk flour terminals are being constructed at strategic points to give faster service and to provide bulk truck delivery in certain metropolitan areas.
- 3 Specially designed trucks for low cost bulk flour hauling are being made available at certain strategic points.
- 4 Econo-Flo Bulk Flour bins and handling equipment with a record of proven success based on actual usage are now available to the baking industry.

"A real service to the baking industry is our only objective"

GOOCH MILLING & ELEVATOR CO.
LINCOLN, NEBRASKA

Daily Capacity 5,000 Cwts.

Elevator Space 4,000,000 Bus.

BAKING HELPS

from The American Baker's
Reader Service Department

Baking Publications:

BAKING SCIENCE & TECHNOLOGY

By E. J. Pyler, and staff of Siebel Institute of Technology

In two volumes of over 800 pages. Five sections devoted to 1—Scientific facts on basic physical chemistry of baking; 2—detailed information on flours, sugars, syrups, shortenings, milk products, egg products, water and salt; 3—discussion of the modern principles of dough mixing, fermentation, make-up, baking, rye bread production, bread-staling and testing methods; 4—cake baking with details on ingredients, flavor, techniques and miscellaneous bakery products; 5—bakery equipment of all kinds. A good source of reference for the bakery production man, baking chemist, cereal chemist. Well recommended by authorities in the field.\$15.00

SCIENCE AND PRACTICES OF BREADS AND ROLLS MANUFACTURE

By John C. Summers

Mr. Summers is manager of the Oklahoma School of Baking, formerly with the Baking School of Dunwoody Industrial Institute. A splendid guide to practical bakers.\$3.75

BAKERY MATERIALS AND METHODS

By Albert R. Daniel

500 pages of sound information covering bread and cake production.\$5.00

BASIC SCIENCE FOR BAKERY STUDENTS

By P. S. Jewell, H. Mulholland and S. F. Everiss

A new book, in which is explained the principles of chemistry, physics and biology upon which the practical operations of the bakery trade are based. Theory and practice combined, with experiments suggested for student to check up on the theory. An appendix for teachers, explaining use of the instruments and making of necessary solutions.\$4.00

THE BAKERY TRADE AS A CAREER

By Albert R. Daniel

For students and bakers who wish to become master craftsmen. A. R. Daniel has written many accepted books for the baking industry.\$2.00

MODERN BAKERY MANAGEMENT

By F. Boreham

New, 1954. Of exceptional value in successful bakery management. Of assistance before, during and after training and as a guide and reference for the established bakery manager.\$1.50

BREADMAKING—ITS PRINCIPLES AND PRACTICE (3rd edition)

By Edmund B. Bension

An Oxford University Press book, dealing with the production of bread in plant bakeries. Bread recipes are given. Revised sections on fermentation, hydrogen concentration and colloidal formation of dough. Chapters on machinery and ovens are extended to include chapters on bakery construction, air condition, bakery organization, costs, etc. The author is British and his treatment of the subject is from a British viewpoint.\$6.75

VIENNA BREAD—and Continental Breads de luxe

By Victor F. A. Richter

Full details and clear instructions for the making of all kinds of Vienna, French and Continental Fancy Breads, Rolls, Fermented Pastries and Specialties De Luxe. Fully Illustrated art paper, cloth bound.\$4.50

PASTRIES (Revised 2d edition)

By "Nirvana"

Promises to be even more popular than the first edition. Chapters on raised pies and Cornish pastries; miscellaneous recipes for flapjacks, butter crunch, othellos, oven pancakes, etc. Fully illustrated, on art paper, and stoutly bound in leather cloth. Valuable reference book for confectioners and pastry cooks.\$5.00

MANNA (Revised 2d edition)

By Walter T. Banfield

Over 500 pages. A comprehensive treatise on bread manufacture. Includes all classes of bread, including dietetic and fancy breads. Deals with processes in use, also gives details of specific faults in bread and causes.\$6.50

EXHIBITION GOODS

By L. O. Smith

Bakers hoping to gain publicity and increased trade by entering cake exhibitions will benefit by this work which tells how to produce the baked goods judges are looking for.\$7.00

PIE MARCHES ON

By Monroe Boston Strane

Step-by-step details in producing pies of the very highest quality are included in this 328-page book. Formulas for 82 different pies are included, with several variations of some.\$5.00

COMMERCIAL CAKE DECORATION

By "Nirvana"

Practical and most of the designs can be reproduced very quickly. A great assistance to the worker in sugar. 3d edition, with new ideas and designs.\$2.50

DECORATED CAKES & CONFECTIONERY

By "Nirvana"

This new work opens up a wide field for all who are interested in cake decorating. Supplies designs and procedure for a wide variety of decorated confectionery, such as Torten, Gateaux, Short Bread, Simnel Cakes, show pieces and Easter Eggs. Fifteen Chapters, 130 illustrations.\$6.00

THE REASON WHY

By Albert R. Daniel

Practical answers to everyday bakeshop questions. Third edition of this popular reference book for students. Revised in light of useful research work done.\$1.90

MORE REASONS WHY

By Albert R. Daniel

A second revised edition of this companion volume to "The Reason Why." To those just entering the Bakery Trade, it is essential they should know why this or that is done, or happens, or is not done, or does not happen. This book, with "The Reason Why," provides an excellent source of valuable and useful information.\$1.00

SELLING SENSE FOR THE ROUTE SALESMAN

By Fred De Armond

A new publication written especially for the route salesman and managers interested in this method of distribution.\$3.50

DUTIES OF A BREAD SALES SUPERVISOR

By E. J. Sperry

A valuable textbook for bread sales supervisors, managers and owners. Sections on interviewing prospective salesmen, record keeping, advertising.Initial copies \$20.00; additional copies \$4.41

ADVANCED PIPING AND CAKE DESIGN

By "Nirvana"

Designed for the baker who wishes to expand his creative designing and master a classic technique, this 135-page illustrated volume contains chapters on lettering and design.\$4.50

THE COMPLETE PATISSIER

Another volume dealing with European pastry delicacies, this work contains almost 1,500 formulas, with sections on yeast cakes, meringues, and pastries in addition to confectionery.\$10.00

BAKERS DICTIONARY

By Albert R. Daniel

With supplement by J. H. Macadam. The first dictionary for the baking and allied trades.\$3.00

DAY-BY-DAY BOOK

Originally developed by John M. Hartley, and in use by bakers for thirty years. Consists of a sufficient number of sheets to take care of a full year's operations, with a binder of capacity to hold that number of sheets. It is a simplified system of bookkeeping for the retail baker, providing practically all the records he needs for efficient operation, and the required information for income tax purposes. It is modernized to meet present necessities, somewhat changed in format from earlier editions, and in loose-leaf form.\$12.00

Service Publications of The American Baker:

THE BAKESHOP TROUBLE SHOOTER

By A. J. Vander Voort

One of the classic publications for the baker, prepared by an expert in his field, now in its third printing. An invaluable aid in solving production problems almost as rapidly as they occur.\$1.00

THE BAKESHOP FORMULA BOOK—Cakes and Pastries

Another book by A. J. Vander Voort, and a handy source of up-to-date and practical formulas on the production of cakes and pastries with which the baker can increase sales and improve his products' quality.\$1.00

THE BAKESHOP FORMULA BOOK—Breads, Rolls and Cookies

Companion book to the Bakeshop Formula Book—Cakes and Pastries. The title and Mr. Vander Voort's treatment of the subject, recommend it to bakers, large and small.\$1.00

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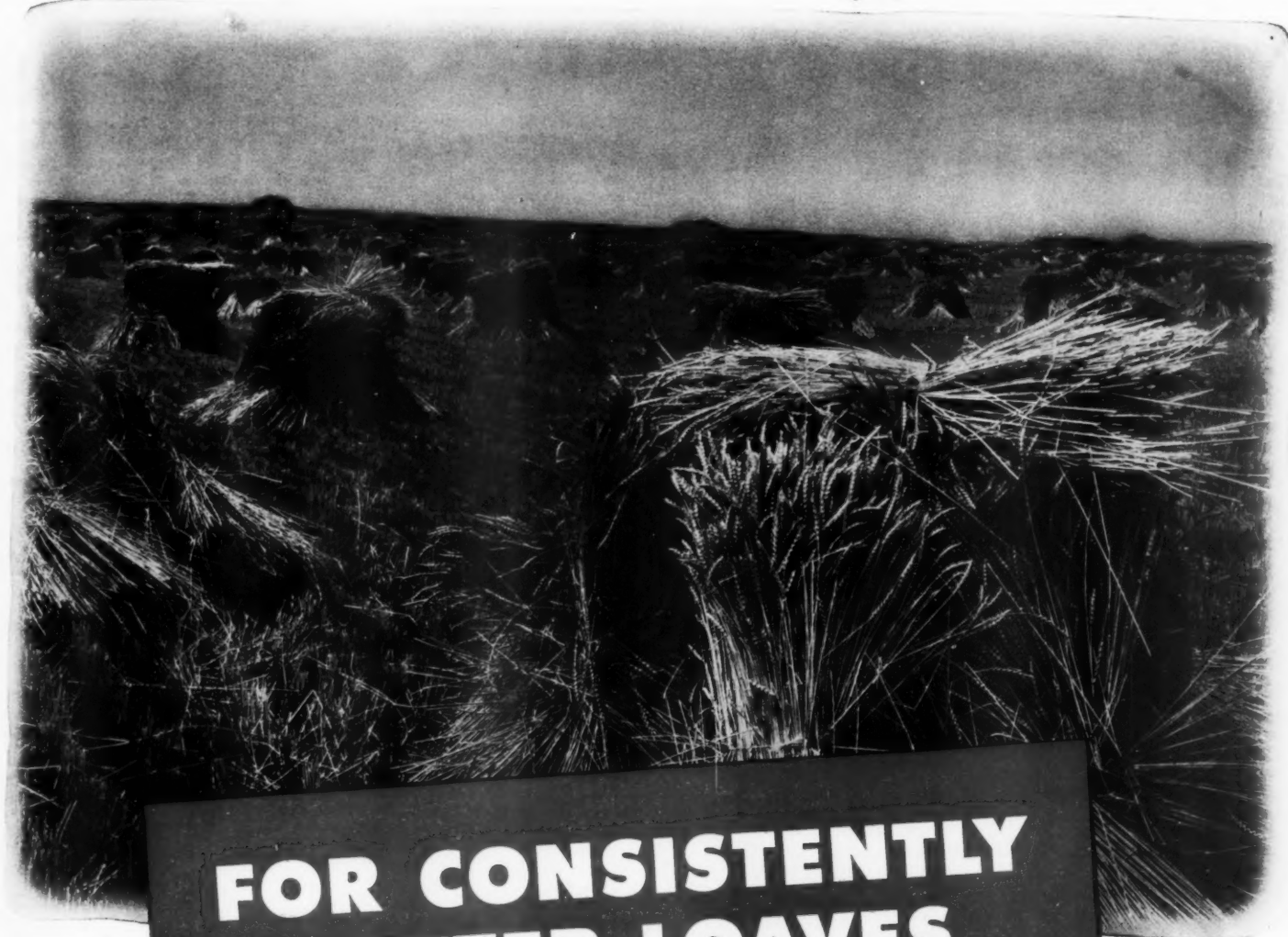
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MILLED FROM *High Protein Spring Wheat*



**FOR CONSISTENTLY
BETTER LOAVES**

**Aged
and
Aerated**



KING MIDAS FLOUR

Pv

Good Breakfast Campaign Off to Flying Start, Bakers' Official Says

CHICAGO—A solid indication that bakers from coast to coast are swinging behind the February-March "Good Breakfast Means Good Morning" campaign of the Bakers of America Program has been received in the form of orders for 159,460 pieces of promotional material, E. E. Kelley, Jr., president of the American Bakers Assn., has announced.

The orders were an immediate re-

sponse to a form sent to bakers recently by the program offering posters, shelf talkers, restaurant menus, newspaper ad mats and copies of "Score With Breakfast," an eight-page booklet designed to educate students on the importance of good breakfasts.

"There are four ways bakers can make use of the promotional material at the local level and thus

help sell the idea of better breakfasts and capitalize on the campaign," Mr. Kelley said.

He described the material and ways it can be used: A giant poster headlined "GOOD BREAKFAST starts the day right!" The four-color piece of point-of-sale material can be used for displays, windows and over head hangers. It can be imprinted with the baker's own brand name.

A series of 16 shelf talkers is also available for store use. The talkers fold in half with the imprinted portion weighted down by a package or can and the printed portion hanging over the edge of the shelf. The talkers recommend several breakfast ideas which stimulate the use of bread.

By using the poster and shelf talkers in any given store both breakfast and toast dominate the attention of shoppers.

A breakfast ad, using the same illustration that appears on the store poster, has been designed in two sizes. The ad lists breakfast menu ideas with ample room provided for product illustration, bread copy and company logotype.

For schools and clubs: The booklet "Score With Breakfast," which has been accepted by leading educators and nutritionists.

For restaurants: A four-page breakfast menu folder which emphasizes the need for good breakfasts. The baker can supply these menus in quantity to restaurant accounts and the restaurateur can imprint his own menu ideas and prices in the two center pages.

In addition to the above material prepared by the program, Mr. Kelley pointed out that stock end labels are available through some of the regular manufacturers. The end labels are designed to build up the breakfast market and solidify the position of bakery foods in the morning meal.

"The fact that bakers already have ordered more than 150,000 pieces of material is a solid indication that they are swinging behind the campaign," Mr. Kelley said. "We hope that that figure is doubled or tripled before the campaign ends."

"As far as grocer acceptance of breakfast promotional material is concerned, bakers should know that an increasing number of grocers are finding it to their advantage to participate in related item campaigns."

"One recent survey showed that 58.9% of the grocers interviewed said that they have tied-in with our breakfast campaign."

"The breakfast campaign, incidentally, ranked fourth in grocer acceptance in all national cooperative campaigns."

"We are receiving cooperation from numerous sources outside of the baking industry. Look magazine is distributing our promotional material to almost 11,000 grocery stores."

RAISIN WEEK

National Raisin Week, "The Nation's Oldest Food Week," is scheduled for the week of May 8-14. Inaugurated in 1909, the week is sponsored by the California Raisin Advisory Board, Fresno, Cal.

Plans for this year's promotion include national distribution of special point-of-purchase display material, the featuring of a Hollywood or TV star as "Theme Girl," national consumer advertising support and regional celebrations. Last year's promotion featured Miss Jan Sterling as "Theme Girl."

Manufacturers of related food items will feature the breakfast theme in their national advertising during the period of the campaign.

"The program itself is sending out a flood of publicity material to newspapers, magazines and radio and television stations. All of this material contains quotations from nationally-known nutritionists backing us up on the necessity of good breakfast for good health."

"I think we can be proud of the fact that the baking industry is performing a real public service in heading up the breakfast campaign. Increased sales of bakery foods are bound to follow."

—BREAD IS THE STAFF OF LIFE—

Vancouver Allied Trades

Name Lyle Turvey President

VANCOUVER — At the annual meeting of the Bakers Allied Trades Association of British Columbia, held recently in Vancouver, Lyle Turvey was elected president. Mr. Turvey, manager of the Vancouver branch of the Brackman-Ker Milling Co., Ltd., a subsidiary of Purity Flour Mills, Ltd., has been associated with the milling industry for 16 years.

Other officers elected for the year



Lyle Turvey

1955 include James Watson, Ogilvie Flour Mills, Ltd.; H. W. Brown, H. C. Rhodes Bakery Equipment, Ltd.; J. Boyd, J. W. Boyd, Ltd.; J. Dexter, National Paper Box Co.; R. Lush, Canadian Do-Nut Corp., and V. Peck, Lever Bros.

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Chicago Production Men Hear Case for Bakery Mixes

CHICAGO—Reflecting the interest of the baking industry in mixes, a record crowd turned out for the January meeting of the Chicago Bakery Production Club to hear Ray Thelen, Pillsbury Mills, Inc., Minneapolis, discuss "Bakery Mixes and the Baking Industry."

A total of 119 members and guests attended, and this was thought to be a record attendance for a regular meeting. The meeting was held at the Midland Hotel the evening of Jan. 11.

Mr. Thelen listed six major reasons why a baker should choose to use prepared mixes. In his opinion, they are: Uniformity; cutting invisible ingredient losses; reducing labor costs; added plant sanitation; less storage space required; and greater freedom in profit planning.

The next meeting of the club will

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be Feb. 8, when Paul Pfoemmer, Durkee's Famous Foods, will talk on "Mechanized Production of Rolled-In Danish Pastry."

—BREAD IS THE STAFF OF LIFE—

PENNSYLVANIA GROUP ELECTS

WILKES-BARRE, PA. — About 40 members attended the annual Christmas party of the Northeastern Penn-

sylvania Bakers Assn. at the Hotel Redington. The following new officers were elected: President, Chester Kempinski, Buttonwood; vice president, John Thrash, Wilkes-Barre; second vice president, Peter Polansky, Peckville; treasurer, Fred C. Roth, Forty Fort; secretary, John Baker, Wilkes-Barre.

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